

Welcome to Hiratsuka Factory "Think Eco Hiratsuka"



Learn, play, and have fun together. Hands-on Environmental Event "Think Eco Hiratsuka"

The Hiratsuka Factory leads environmental conservation activities as a base for communicating Yokohama Rubber's activities, and has held the "Think Eco Hiratsuka" hands-on environmental and ecology-themed event every year since 2009.

In 2019, we added SDGs elements to the event, which became a major event with 3,700 visitors.

In addition, we were able to receive the "Kanagawa Global Environment Award" in recognition of our environmental conservation activities to date (twice in total). We believe that biodiversity activities are important activities that lead to the development of a diverse workforce. We will continue to carry out activities in cooperation with local communities and contribute to the development of local communities, aiming to be a manufacturing plant that is loved and trusted by our employees and local residents.

Hiratsuka Factory, Yokohama Rubber Co.

"Think Eco Hiratsuka" is an environmental event that we started in 2009 with local people mainly in Hiratsuka City.

This event is being held 11 times through 2019.

I have been able to make an introduction page for the first time this time to look back on the contents so far.

We hope you enjoy the show and remember the bustling atmosphere, and we look forward to the day when we can hold it again.

You can see some of the highlights of our efforts so far here.

[Click here for details.](#)



A panel display near the main gate of Hiratsuka Factory

Panels related to this site are displayed next to the main and east gates of our Hiratsuka Factory. If you live in the Hiratsuka area, you can see them when you stop by. Last year, we exhibited an environmental booth as shown in the photo below and welcomed everyone.



Free distribution of home-grown saplings grown at business sites



Activities of the Wild Bird Watching Club



A view of the main gate where 3,000 people passed through

About Update Information



Past events

News Release Introduction

- December 25, 2020.
[Yokohama Rubber Hiratsuka Factory Holds 7th "Biodiversity Panel Discussion" Online](#)

Update: In the "Think Eco Hiratsuka" introduction page

[Biodiversity Panel Discussion](#)
[History Museum&Historic Sites Tour](#)
[Connection with local government](#)

Introduction of news releases related to the Hiratsuka Plant

※Link is in japanese only



Information related to Think Eco Hiratsuka

Includes information about events in 2019 and beyond, and biodiversity panel discussions.

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- December 25, 2020.
➤ [Yokohama Rubber Hiratsuka Factory Holds 7th "Biodiversity Panel Discussion" Online](#)
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- December 24, 2019
➤ [Yokohama Rubber Hiratsuka Factor Donates Proceeds from "Think Eco Hiratsuka 2019" to Ishinomaki City](#)
-
- October 30, 2019
➤ [Yokohama Rubber Hiratsuka Factory Holds 6th "Panel Discussion on Biodiversity](#)
-
- October 21, 2019
➤ [Yokohama Rubber Hiratsuka Factory to host hands-on environmental event "Think Eco Hiratsuka 2019](#)



Information related to the YOKOHAMA Forever Forest tree planting

Seedlings grown at the plant are being used in local tree planting.

We have been donating saplings to social welfare corporations for 10 years.

- May 20, 2019

- › Yokohama Rubber Hiratsuka Factory Participates in the Shonan International Village “Meguri-no-Mori” Tree Planting Festival

- May 18, 2018

- › Yokohama Rubber Hiratsuka Factory Donates Seedlings to Social Welfare Organization and Participates in Shonan International Village “Meguri no Mori” Tree Planting Festival



Information on environment-related awards and external certifications

We received the Kanagawa Global Environment Award (the first and second time).

Renewal of Certification for Symbiosis with Living Things(R)

- February 7, 2020.

- › Yokohama Rubber's Hiratsuka Factory Receives Kanagawa Global Environment Award, Second Time Since 2011

- December 24, 2019

- › Yokohama Rubber's Ibaraki Plant Receives "Ikimono Symbiosis Plant(R) Certification" as a Plant that Considers Biodiversity

- March 24, 2011

- › Yokohama Rubber's Hiratsuka Factory Receives Kanagawa Global Environment Award

Introduction of "Think Eco Hiratsuka"

What is "Think Eco Hiratsuka"?

This is an event where you can experience the richness of nature and activities to conserve our limited resources.

How did it start?

In addition to environmental activities such as energy saving at our factory, we started tree planting activities to see if we could do something extra that would be friendly to the community and the earth. After that, the spread of biodiversity activities and eco-activities using tires were introduced, and the current form was established.

Here are some of the highlights.



Rolling test of eco-friendly tires



Provision of saplings grown by employees



Tires are also required to have environmental performance, and since the 1990s, we have realized products designed to improve fuel efficiency, and have made further improvements.

In this experiment, we will compare the rollability of fuel-efficient tires using actual vehicles.

We are continuing our activities to create an environmental disaster prevention and conservation forest around our factory. Through vegetation surveys, we have identified trees that grow naturally in the area, and we continue to pick up acorns to grow seedlings. Think Eco Hiratsuka also donates saplings of evergreen trees and shrubs such as Senryo and Murasaki shibu to local residents.



Communication with the local community >

Our employees will help you to realize our sub-theme, "Learning, playing and having fun together".



Biodiversity Panel Discussion >

The Hiratsuka Factory continues to monitor waterfront organisms, mainly in the Kaname River that flows through the city. We actively exchange opinions with the government and academics on the importance of preserving biodiversity through the issue of invasive species.



History Museum&Historic Sites Tour >

We will visit the buildings of the former naval gunpowder arsenal that remain in the Hiratsuka Works.

Connection with local government

※Link is in japanese only



Cooperation with the Shonan Satokawazukuri Minna Kai >

At the booth of the Kaname River Basin Network, a group member of the Shonan Satokawazukuri Minna-kai*, of which we are a supporting member, crayfish fishing and panel displays are held every year to explain the impact of invasive species in an easy-to-understand manner to children.

※Secretariat: In the Planning and Coordination Division, Shonan Regional Administration Center



Our Environmental Action Declaration "My Eco 10 Declaration" >

The "Declaration of Our Environmental Behavior: Kanagawa Eco 10 Try "My Eco 10 (Ten) Declaration"" promoted by the Kanagawa Global Environmental Conservation Promotion Council (Secretariat: Kanagawa Prefecture Environmental Planning Division) is a declaration of 10 initiatives selected by each of us so that we can consider global environmental issues as our own and practice environmentally friendly ways of living and declare them. Many people participate in this event every year.



Tree planting activities at the Meguri-no-Mori Forest in Shonan International Village >

Shonan International Village is a multi-purpose zone developed in the central part of the Miura Peninsula (Yokosuka City and Hayama Town) under the concept of Kanagawa Prefecture in 1994. The site covers an area of about 200 hectares and includes a green space called "Meguri-no-Mori", which covers about 100 hectares. "Meguri-no-Mori" is adjacent to Mt. Ookusyu, and since last year, tree planting activities have been carried out to regenerate and preserve the forest. The Hiratsuka Factory has been participating in the project since the first tree planting, and has continued to provide seedlings since the third planting.

We are looking forward to meeting you.



The information provided here will be added and updated as appropriate.

[CSR Information of Hiratsuka Factory >](#)

The 7th "Panel Discussion on Biodiversity" Held Online



Panelists (from left) Mr. Furukawa, Mr. Nakamura, General Manager of Hiratsuka Plant, and Mr. Arai

On December 17, 2020, the Hiratsuka Factory held its 7th annual "Biodiversity Panel Discussion" online. This panel discussion has been held every year at the Think Eco Hiratsuka event, but since the event was cancelled last year due to COVID-19, we decided to hold it online. On the day of the event, we invited Mr. Arai, Chairman of Hiratsuka Biodiversity Promotion Council (right side of the photo), Mr. Furukawa of Green Space Group, Nature Conservation Division, Kanagawa Prefecture (left side of the photo), and Mr. Kitazawa, Director of Ecology Path Inc. and lecturer at Edogawa University, as panelists, and invited Mr. Nakamura, General Manager, Head of Hiratsuka Factory (second from the left in the photo), as a moderator. Under the direction of Mr. Kitazawa, a lively exchange of opinions took place on the theme of "Thinking about the connection between living things and our lives from the nature of Hiratsuka". Students from junior high schools and high schools near the Hiratsuka Factory also participated in the discussion on the importance of biodiversity in our daily lives.

Comment from the person in charge: We were able to hold the event online as an opportunity for Yokohama Rubber to let local residents and government officials know about our approach to biodiversity even within COVID-19. In the questionnaire after the panel discussion, we received many positive comments from junior high school and high school students who participated in the event for the first time, and we would like to utilize them in our future activities.

Relationship with the Hiratsuka Biodiversity Promotion Council: The Hiratsuka Factory participates in this council as a member because of its ongoing monitoring surveys of the Kaname River, which is considered to be the source of the water resources, and the conservation activities that can be carried out based on the results of these surveys in Hiratsuka City.

 [Click here for a link to the Hiratsuka Biodiversity Promotion Council](#)

※Link is in japanese only

History Museum&Historic Sites Tour

Are you familiar with the historical sites and history that remain at the Yokohama Rubber Hiratsuka Factory?

Nearly 70 years have passed since the Hiratsuka Factory, Yokohama Rubber's research and development base, was established in 1952.

This site was used as the former Navy's No. 2 gunpowder arsenal during the Meiji, Taisho and Showa eras.

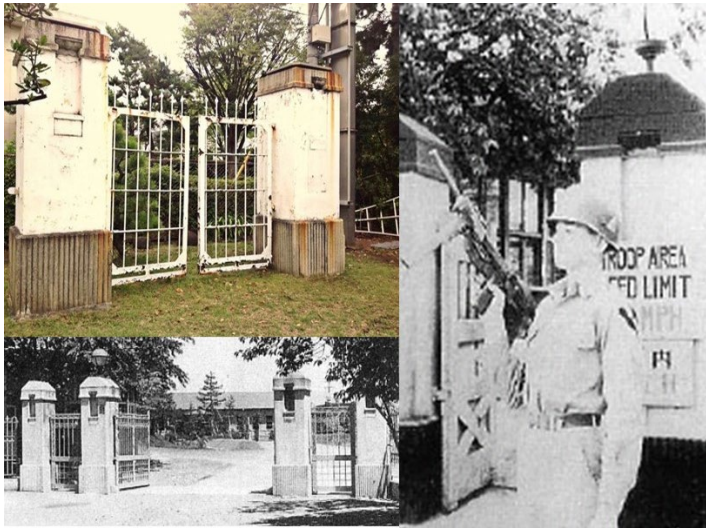
In fact, the Hiratsuka Factory is still dotted with historical remains related to the gunpowder plant.

Here we will introduce some of the historical sites that were introduced during the "Historical Sites Tour" conducted by Think Eco Hiratsuka.

Normally, we are not able to show you this place because it is in the company's premises, but we would like to specially introduce it on our website.

Please take a look.

Historical Buildings Remaining at the Hiratsuka Factory



Gunpowder Factory Main Gate



This gatepost has been used since the days of the old Naval Gunpowder Factory. There used to be four pillars, but the middle two pillars have been moved. It is one of the oldest structures on our premises, and is said to have been made between the end of the Meiji era and the Taisho era.
Photo on the right: Occupation Forces soldiers standing guard in front of the main gate
Photo below: The main gate photographed after the Great Kanto Earthquake.



The White House (Old Explosives Arsenal Reference Hall)



This building was constructed in the early Showa period (1926-1989), when it was a naval gunpowder arsenal. At that time, it was called "Reference Hall". According to the records of that time, it was used for communication and air defense monitoring. Today, it is affectionately called the "White House" by our employees because of its white appearance, but it is still a valuable building that retains some of its original features, such as part of the air-raid monitoring room, gun-eye windows and fire doors, and pre-war toilets.



Old Pulling Line&Platform

This is the remains of a platform and a track used from the time of the Naval Gunpowder Arsenal to the 1960s. At that time, marine and rail transport was the mainstream, so a dedicated track extended from this site to the lower reaches of the Sagami River, connecting with the marine transport route.



Old Navy Office Building

It is a reinforced concrete building that is said to have been constructed around the early Showa period. It is confirmed in the photograph at the end of the war that there was a balcony on the second floor when it was used by the Navy, but it has been demolished now. The entrance is a double structure with iron doors, and the building number (25) written at the time of the Occupation Forces seizure remains on the lower right of the door.



old telephone switchboard

This is a telephone exchange building from the former Naval Gunpowder Factory, which is said to have been constructed around the early Showa period. It is made of reinforced concrete and has fireproof doors inside and outside. The entrance to the building has a double steel door, and the tape used to prevent the glass from scattering can be seen. (Photo right)



brick wall

This is a brick wall from the old naval gunpowder arsenal that remains in the Hiratsuka Works. The original building was demolished a long time ago, but some of the bricks are still there. The bricks were piled up using the British method, which was the mainstream method during the Meiji and Taisho periods.

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[CSR Information of Hiratsuka Factory >](#)