


Initiatives


Participation in Initiatives in Japan and Overseas

Yokohama Rubber signed the United Nations Global Compact (UNGC), a global framework for achieving sustainable growth proposed by the United Nations, in May 2012 and joined the Global Compact Network Japan (GCNJ), which is composed of Japanese companies and others that have signed the UNGC.

Yokohama Rubber Group, including its domestic and overseas subsidiaries, is committed to the Ten principles of the UN Global Compact and carries out the Plan-Do-Check-Act (PDCA) cycle following the framework of ISO 26000.

| The Ten Principles of the UN Global Compact | | ISO26000 Seven Core Subjects |
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| <p>Human Rights</p> <p>Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and</p> <p>Principle 2: make sure that they are not complicit in human rights abuses.</p> | <p>Environment</p> <p>Principle 7: Businesses should support a precautionary approach to environmental challenges;</p> <p>Principle 8: undertake initiatives to promote greater environmental responsibility; and</p> <p>Principle 9: encourage the development and diffusion of environmentally friendly technologies.</p> | <ol style="list-style-type: none"> 1 Organizational governance 2 Human rights 3 Labor practices 4 The environment 5 Fair operating practices 6 Consumer issues 7 Community involvement and development |
| <p>Labor</p> <p>Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;</p> <p>Principle 4: the elimination of all forms of forced and compulsory labor;</p> <p>Principle 5: the effective abolition of child labor; and</p> <p>Principle 6: the elimination of discrimination in respect of employment and occupation.</p> | <p>Anti-Corruption</p> <p>Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.</p> | |



 Global Compact

Japan Association for the World Food Programme

We endorse the World Food Programme (WFP) in undertaking to eradicate hunger and poverty and support the activities of the WFP as a trustee.

WBCSD (World Business Council for Sustainable Development)

WBCSD refers to a unified association that consists of top executives from global corporations in order to perform their leadership in their industry, have lively discussion, and propose policies with regards to the environment and sustainable development. We are participating in the Tire Industry Project, which involves conducting surveys pertaining to the possible impact of tires on the environment and health, and promoting various activities to save energy in buildings and offices.

In May 2021, we formulated the SDGs Roadmap for the tire sector.

The roadmap is here: <https://sustainabilitydriven.info/>



The Sustainable Natural Rubber Initiative (SNR-i)

In January 2017, Yokohama Rubber endorsed the aims of the activities to make the Sustainable Natural Rubber Initiative (SNR-i) proposed by the International Rubber Study Group (IRSG), an intergovernmental organization consisting of governments of natural rubber and synthetic rubber producing and consuming countries, and joined the activities.

SNR-i is an activity that aims to establish a sustainable natural rubber economy that harmonizes economy, environment, and society, covering the entire natural rubber value chain from production, processing, and distribution to consumption.

Major tire and rubber manufacturers and raw material suppliers are participating in the program.



The Global Platform for Sustainable Natural Rubber (GPSNR)

The Global Platform for Sustainable Natural Rubber (GPSNR) was launched under the initiative of the Tire Industry Project (TIP) of the World Business Council for Sustainable Development (WBCSD) to improve social, economic, and environmental aspects of the natural rubber value chain. The platform is designed to improve the social, economic, and environmental aspects of the natural rubber value chain.

Many tire manufacturers and other natural rubber product manufacturers, as well as natural rubber producers and automakers, participate in GPSNR, and Yokohama Rubber has been a founding member since October 2018.



Task Force on Climate-related Financial Disclosures (TCFD)

The TCFD was established in 2015 by the Financial Stability Board (FSB) at the request of the G20 to examine climate-related disclosures and responses that financial institutions should adopt.

It recommends that companies and others assess and disclose the financial impacts of climate change risks and opportunities on their operations.

Yokohama Rubber has positioned "climate change mitigation and adaptation" as one of the key management issues for contributing to a sustainable society and sustainable corporate growth, and in January 2022, we expressed our support for the recommendations of the Task Force on Climate-related Financial Disclosure (TCFD).

We also joined the TCFD Consortium, which was established on May 27, 2019 by the Ministry of Economy, Trade and Industry, the Ministry of the Environment, and the Financial Services Agency as a forum for discussion among companies and financial institutions that agree with these recommendations.

We will continue to actively disclose information on our efforts to address climate change in line with TCFD recommendations.

For more information :

<https://www.y-yokohama.com/global/sustainability/environment/tcfid/>



Fun to Share Campaign

We provided sponsorship for the Challenge 25 Campaign (a global warming prevention campaign fostering involvement by ordinary citizens) which was launched on January 14, 2010, and we participated in the Challenge 25 Campaign activities. Following the termination of the Challenge 25 Campaign, since 2014 we have been supporting the new Fun to Share Campaign, which is aimed at achieving a low-carbon society in response to climate change. We have also registered as a participating company and organization and made a declaration on the content of the initiatives.

Yokohama Rubber Co., Ltd.

Achieving a low-carbon society through fuel-efficient tires and environmental contribution products and activities.

Nippon Keidanren "Carbon Neutral Action Plan

As the world's interest in and expectations for achieving carbon neutrality in 2050 grow even more intense, Yokohama Rubber considers the realization of this goal to be the most important goal we should aim for in the future. We endorse and participate in the Keidanren's "Carbon Neutral Action Plan," a new and strongly promoted initiative.

The TNFD (Taskforce on Nature-related Financial Disclosures) Forum

The TNFD is an international initiative established in 2021 with the aim of creating a framework to encourage companies to disclose information on risks and opportunities related to the natural environment and biodiversity, and to shift the global flow of funds toward nature positivity (the concept of halting the loss of biodiversity and putting it on a recovery track).

In January 2023, Yokohama Rubber endorsed the philosophy of the TNFD and joined the TNFD Forum, an international stakeholder organization that supports the establishment of a nature-related financial disclosure framework.

Through our participation in the TNFD Forum, we are committed to proactively disclosing information and will continue to further accelerate our efforts related to environmental conservation.



The 30 by 30 Alliance for Biodiversity

The 30 by 30 Alliance for Biodiversity was established in 2022 as an all-Japan coalition of companies, local governments, and organizations aiming to be "Nature Positive" and achieve the international goal of "30 by 30" to conserve and protect at least 30% of land and sea by 2030.

The coalition is a voluntary association of companies, local governments, and organizations.

Yokohama Rubber joined in January 2023.

Through participation in the "30 by 30 Alliance for Biodiversity," we aim to obtain OECM certification (areas contributing to biodiversity conservation outside of protected areas such as national parks) and achieve "30 by 30" at our production sites, including "YOKOHAMA Forever Forest" in the future, and contribute to the realization of a society in harmony with nature.



“Declaration of Biodiversity by Keidanren” -Promotion Partners

Yokohama Rubber agrees with the purpose of the "Nippon Keidanren Declaration on Biodiversity" and has been developing initiatives for "biodiversity preservation" as its promotion partner since 2009. Currently, we are working as a "Private Sector Engagement Partnership for Biodiversity".

Basic policies and action guidelines have been set forth as “Yokohama Rubber’s Guidelines on Biodiversity.”

Keidanren Initiative for Biodiversity Conservation

Yokohama Rubber endorses the purpose of the "Keidanren Declaration of Biodiversity and Action Guidelines" revised in October 2018, and joined the "Keidanren Biodiversity Declaration Initiative" in January 2023.

Going forward, we will further accelerate our efforts to conserve biodiversity, which we have been doing since 2009 as a promotion partner of the former "Declaration of Biodiversity".

Wild Bird Society of Japan

The Wild Bird Society of Japan is a nature conservation organization that continues its activities under the slogan "wild birds and people are all members of the Earth," conveying the wonder of wild birds and nature while striving to realize a society in which nature and humans coexist in harmony.

As a special corporate member since March 2012, Yokohama Rubber has been working on nature conservation issues in cooperation and collaboration with its members and supporters.



Other Support

WWF Japan

WWF (World Wide Fund for Nature) is one of the world’s largest leading conservation organizations, working in more than 100 countries and supported by 5 million supporters globally and founded in Switzerland in 1961.

WWF’s mission is to stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature.

WWF is working to conserve rare wildlife and promote sustainable production and consumption in order to restore the richness of biodiversity, which is rapidly being lost, and to realize a decarbonized society to prevent global warming.

Yokohama Rubber has been supporting WWF Japan's activities as a member company since October 2006.