

The Yokohama Rubber Group is Deepening Ties with Local Communities around the World

The YOKOHAMA Forever Forest Project goes global

The first phase of tree planting for the YOKOHAMA Forever Forest Project has been completed at all plants in Japan and four in the U.S., China, the Philippines, and Thailand, making it now worldwide in scope. A total of around 100,000 trees had been planted in Japan and abroad as of July 2007.

Tree planting in Japan and overseas

Name of plant	Phase I tree-planting month (number planted)
Hiratsuka Factory (including the Hiratsuka East and Hamatite Plants)	November 2007 (27,000)
Mie Plant	May 2008 (5,500)
Nagano Plant	May 2008 (2,500)
Onomichi Plant	May 2008 (4,300)
Ibaraki Plant	June 2008 (3,800)
Mishima Plant	June 2008 (8,800)
Shinshiro Plant	May 2009 (12,000)
Yokohama Tire Philippines, Inc.	August 2008 (6,000)
Hangzhou Yokohama Tire Co., Ltd.	November 2008 (12,000)
Yokohama Tire Manufacturing (Thailand) Co., Ltd.	December 2008 (7,200)
Yokohama Tire Corporation	April 2009 (2,300)



Creating "forests of life" that contribute to community safety, local environments, and biodiversity

The YOKOHAMA Forever Forest Project is a project to plant a total of 500,000 saplings at seven plants in Japan and 11 overseas by Yokohama Rubber's centenary in 2017. The aim is to create "forests of life" that not only act as carbon sinks, but also serve as protective areas of woodland that preserve local environments, community safety, and biodiversity. Under the guidance of Dr. Akira Miyawaki, plant ecologist and professor emeritus at Yokohama National University, a tree-planting campaign is being pursued using the concept of potential natural vegetation, and everything from the collection of acorns to the raising of seedlings and ground preparation is being carried out by employees and local residents.

Creation of woodland to protect environment and protect against disasters

The largest of the saplings planted grow to a height of 20 meters or more, creating woodland that minimizes the damage caused by fires and natural disasters such as typhoons and earthquakes, and that can be used as safe evacuation sites. They also serve as places for employees to relax and interact with local residents.

Commencement of bird monitoring

As a part of activities to track the impact of woodland regeneration on ecosystems and so contribute to biodiversity, bird monitoring was commenced in September 2008. Fixed observation points have been established at two locations at the Hiratsuka Factory, and observations are made once a month.



Japanese Pygmy Woodpecker seen at the Hiratsuka Factory (March 2009)

Monitoring of carbon capture and storage

Trees capture and store the carbon dioxide that is a direct contributor to global warming. In order to monitor the amount that is captured and stored, sampling blocks consisting of a total of 1,064 trees were established in six locations at the Hiratsuka Factory under the guidance of Dr. Kazue Fujiwara, professor at Yokohama National University, and monitoring was commenced in April 2009. By conducting twice-yearly surveys for the next five years or so, it should be possible to estimate the amount of carbon dioxide that is captured and stored.



Announcement of monitoring of CO2 capture and storage



Thailand



Donation of scrap aluminum to local hospitals for making wheelchairs and prosthetic limbs (November 2008). Yokohama Tire Manufacturing (Thailand) Co., Ltd.



Visit to facility for children with Down's syndrome to deepen engagement with communities (December 2008). Yokohama Rubber (Thailand) Co., Ltd.



Regular cleanup around plant. Hangzhou Yokohama Tire Co., Ltd.

Korea



10 employees planting trees in the desert region of Inner Mongolia to prevent storms of "yellow sand" (May 2009). Yokohama Tire Korea Co., Ltd.

U.S.A.



Booth showcasing Yokohama Tire's environmental activities at a local festival (April 2009). Yokohama Tire Corporation

the Philippines



A team of employees takes part in a local emergency drill. The company has purchased its own ambulance, and is ready to respond to disasters nearby as well as inside the plant (January 2008). Yokohama Tire Philippines, Inc.

Citizen of the World

Japan



Local schoolchildren are given tours of the plant to make manufacturing fun (June 2008). Nagano Plant



Exhibition at an environmental fair held by Onomichi City to showcase Yokohama Rubber's environmental activities (October 2008). Onomichi Plant



Volunteers playing a keen part in a clean-up campaign on the Shonan coast (June 2008). Hiratsuka East Plant



Employees demonstrate the plant's preparedness to assist emergency services at a local emergency drill competition (October 2008). Mishima Plant



Yokohama Rubber's booth at Eco Products, Japan's largest environmental exhibition held annually in Tokyo. Yokohama Rubber has been a regular participant since 2000 (December 2008).

Employees and local residents involved in a tree-planting event for the YOKOHAMA Forever Forest Project (April 2009). Yokohama Tire Corporation