

Yokohama Rubber Employees Around the World Joining Hands to Cultivate Forests

In the YOKOHAMA Forever Forest Project, all activities are carried out by employees and local community members. These activities range from collecting acorns and raising seedlings to preparing seed beds and planting trees. In this section we present the thoughts of employees who are part of the growing global network for forest creation.

Yokohama Rubber's passion

We operate our business based on a diverse range of gifts from nature, principal among which is the raw material rubber. It is also a fact that our production activities place a burden on the natural environment. Based on this awareness, the Yokohama Rubber Group is carrying out the "YOKOHAMA Forever Forest Project," with the desire of not simply minimizing the impact our business activities have on the environment, but turning the very existence of our factories into a positive influence on the environment. Through this project we aim to achieve the goals of raising environmental awareness, creating buffer strips and environmentally protected forests, contributing to the mitigation of global warming, maintaining biodiversity, and engaging local communities in communication, as we also tirelessly explore ways to maximize the meaningfulness of these activities.

Project Summary

Under the direction of plant ecologist Dr. Akira Miyawaki, we hope to plant a total of 500,000 saplings at seven plants in Japan and 11 overseas by Yokohama Rubber's centenary in 2017. In FY2009, we held events at 12 plants. Some 5,950 people participated in planting 53,600 saplings. So far, we've finished planting a total of 133,720 trees in Japan and abroad.

Yokohama Rubber's Message to the World

Yokohama Rubber holds the following philosophy: "The most outstanding technology coexists only with the best green environment which is reforestation movement with native tree." They are working to develop forests that protect biodiversity, plant seeds for the future, plant trees in our hearts, and that coexist harmoniously with the best technologies. I sincerely hope that Yokohama Rubber will demonstrate to the world the expertise of developing forests together with local communities as well as the amazing results of such efforts. (Summary of the full comment.)



Dr. Akira Miyawaki
plant ecologist

Hangzhou Yokohama Tire Co., Ltd.

This project is an effort to create a clean environment in which future children can have an easier life. The local community also supports us. I hope to build an even better environment by transforming the energy of individual people into a larger, collective energy.



Jianqing Zhu

Yokohama Tire Manufacturing (Thailand) Co., Ltd.

After seeing local people covered in mud and yet enjoying the activity of planting trees, I decided I wanted to participate too. It's just a small initiative by one company, but if similar activities were to spread around the world I believe we could improve the environment.



Wora-anong Doungkratoke

Yokohama Rubber (Thailand) Co., Ltd.



At our plant, almost all of the employees participate in tree-planting events. These activities not only raise participants' awareness of the environment, but also help everyone to create meaningful relations through mutual cooperation.

Nongnuch Meerot

Onomichi Plant



Planting trees and touching soil for the first time in a while brought back memories for me and allowed me to experience the pleasure of achieving something with other people. Let's all participate in building "forests of life" and take control of building the global environment for our future!

Mitsuru Manabe

Yokohama Tire Philippines, Inc.

In the Philippines, natural forests are shrinking year by year. Every one of us needs to take action. This project gives us the opportunity to bring back the Earth's beauty, so I want as many people as possible to participate.



Patrick Pineda

Nagano Plant

By participating with family and friends my interest in the environment has grown, which, I feel, is one step toward environmental protection. It was because of the difficulties we faced when tilling the soil and raising seedlings from acorns that we were able to have a successful tree-planting event.



Yoshito Matsushita

Shinshiro Plant

So far, I've participated in 11 tree-planting events. Before I started, I left environmental activities up to other people, but now my attitude has changed to wanting to do what I can. Why not try planting just



one tree yourself? It's fun!

Masaru Naito

Mishima Plant

Every day from July to October I helped out with cutting and carrying logs. It was tremendously tiring work, but servings of barley tea and helpful remarks from people in the community were a great encouragement. I felt first-hand how people around me were helping as I worked.



Yoshiyuki Teramoto

Yokohama Tire Corporation



This was a good opportunity for me to experience Japanese culture, and it prompted me to start recycling at home with my children. There's pleasure in seeing the tangible results of something I worked to be a part of, and now I've taken an interest in the environment on a global scale.

Tim Fretwell

Ibaraki Plant

After learning that that our own company is diligently conducting tree-planting projects in Japan and overseas to protect global resources, my desire to help the environment in any small way possible grew. I want to "return the favor" for all the gifts we continuously receive from the Earth.



Noboru Asaba

Mie Plant



This was my first time participating with my daughter. Working in a relaxed atmosphere together with numerous friends, she really seemed to enjoy planting

the saplings. It was a great opportunity to talk leisurely about the environment as parent and child.

Haruyoshi Suketa

Hamatite Plant



I'm really looking forward to seeing what the saplings we planted will grow into five or ten years from now. Participating in these activities improves one's

environmental awareness, so I want to invite my coworkers who haven't yet participated.

Takashi Yajima

Hiratsuka Factory

Every time I see how much the trees we planted have grown I feel the sense of responsibility we have to maintain forests and a pride in having been able to participate. This project is meant not for us but for our children too. The fruits of our labor won't appear immediately, but I want to stay aware of our mission for a long time to come.



Kenji Kishimoto

Comment from the Secretariat — Hisataka Okada, Mie Plant

In the time since we started this project we've encountered a number of challenges, from the painful realization of how difficult it is to get employees to volunteer for this kind of project, to doing heavy labor in the scorching sun, as well as the tumult that ensued after we broke some plumbing when building a mound. However, overcoming these difficulties made me feel like Tokugawa Ieyasu when he succeeded in uniting all of Japan under one rule. As we continue to expand there will be many challenges, but I look forward to developing forests with the help of all our employees.



You can read Dr. Miyawaki's full message and the comments of other employees on the Yokohama Rubber website.