

# Corporate Social Responsibility

Fulfilling corporate social responsibility is fundamental to management at Yokohama. The Company works in all phases of its activity to contribute to social sustainability.

## Basic Approach

At Yokohama, fulfilling corporate social responsibility means earning the confidence of people in the community at large. The central dynamic is one of addressing stakeholder expectations in the course of maximizing corporate value.

## Organization

Yokohama established an organizational infrastructure in 2008 to shape the Company's commitment to fulfilling social responsibility. It upgraded that infrastructure in January 2012, placing the chairman and CEO in charge of overall activity and placing the president in charge of measures focused on environmental quality. The teams for coordinating overall activity under the chairman and for coordinating environmentally focused activity under the president each will meet twice a year. They will hammer out policy and strategy for tackling their priorities and will monitor progress in achieving their aims. In addition, representatives of Yokohama's overseas manufacturing operations meet annually to coordinate mutual measures for safeguarding the environment.

## Seven Emphases Based on International Standards

The ISO 26000 guidelines are an international benchmark for fulfilling social responsibility. Yokohama is systematically tackling seven priority themes that it adopted in 2010 based on those guidelines: environmental protection, workplace safety, safety and quality in products and service, human rights and labor practices, supplier relations, stakeholder communication, and corporate governance and ethical compliance.

### CSR Management Vision

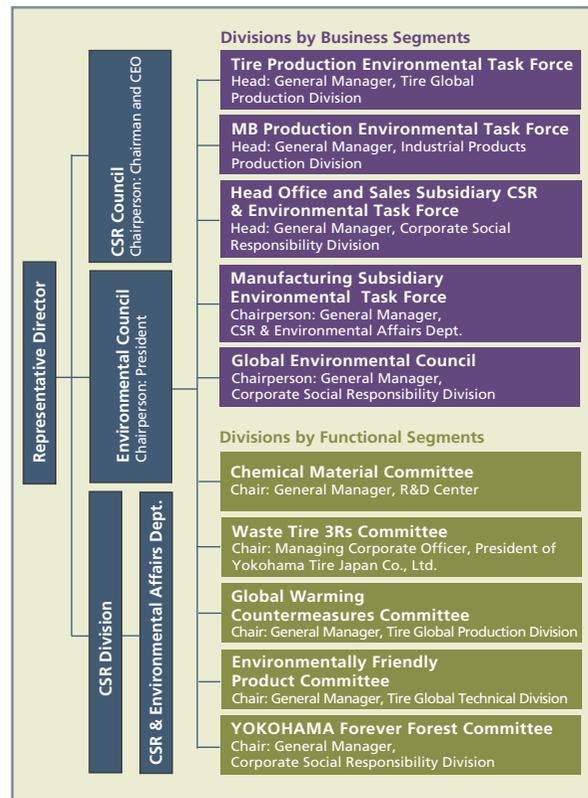
To build a trusted identity as a contributing member of the global community

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### CSR Action Guidelines

- Identify continually changing social trends
- Spot ways of contributing
- Act swiftly to earn firm trust
- Practice CSR in one's own work

## CSR and Environmental Promotion Framework



## Topics

# Supporting Revitalization in Earthquake-Ravaged Areas

### Extending the Yokohama Forever Forest

Yokohama supports a forestation initiative by Iwate Prefecture's disaster-ravaged town of Otsuchi-cho. That town is creating sylvan breakwaters as part of the Forests That Protect Lives initiative proposed by Dr. Akira Miyawaki, a plant ecologist and professor emeritus at Yokohama National University. Dr. Miyawaki oversees the Yokohama Forever Forest project, which provides for planting 500,000 trees at Yokohama operations worldwide. His new proposal calls for creating a tsunami-resistant band of forest along 300 kilometers of Pacific coast. Its diverse support for the recovery effort includes foresting mounds built with rubble cleared from devastated communities.

Some 540 people, including 330 local citizens and more than 100 Yokohama volunteers and project staffers, kicked off the project with a planting ceremony on April 30, 2012. They planted some 3,400 evergreen tree seedlings of native broadleaf species. Heading the Yokohama contingent were Chairman Tadanobu Nagumo and President Hikomitsu Noji. Also on hand were Minister of the

Environment Goshi Hosono, former prime minister Morihiro Hosokawa, Otsuchi mayor Yutaka Ikarigawa, and Dr. Miyawaki.



*Local citizens and Yokohama employees take part in a planting ceremony in Otsuchi-cho on April 30, 2012.*

### Dispatching Employee Volunteers to Assist with the Disaster-Recovery Effort

Yokohama continues to recruit employee volunteers to assist with the recovery effort in areas damaged by the March 2011 earthquake and tsunami. The assistance focuses on the community of Kesenuma Oshima, in Miyagi Prefecture. It has included dispatching a total of 60 employees in 10 weeklong sessions of clearing rubble, cleaning beaches, and doing related work in October and November 2011 and February and March 2012. And the Company plans to dispatch volunteers for additional sessions.

## Supporting Biodiversity

### Conducting Preliminary Biodiversity Surveys in Plant Vicinities

Yokohama is conducting biodiversity-impact surveys at 15 operations in Japan and 15 overseas. Those surveys will identify settings that offer the potential for undertaking effective measures for promoting biodiversity. Based on interim survey findings, the Company initiated a pilot project at its Mie Plant, in Japan, in April 2011. That project includes monitoring water life in a river near the plant and taking steps to protect a full range of native species. The project team at the Mie Plant had conducted three monitoring surveys by the end of 2011.

### Addressing Biodiversity in the Yokohama Forever Forest Project

The Yokohama Forever Forest project is an initiative for planting about 500,000 trees at Yokohama operations worldwide by 2017. Some of the participating operations accompany the planting work with biodiversity surveys of wildfowl.



*Employees of Yokohama's Mie Plant conduct riverine biological survey work near the plant.*