

December 9, 2022
For immediate release

Contact:
Corporate Planning Department
Corporate Communications Section
Phone: 81-3-5400-4531
Fax: 81-3-5400-4570

Yokohama Rubber and Indonesian natural rubber supplier sign MOU and hold event for natural rubber farmers

Tokyo—The Yokohama Rubber Co., Ltd., announced today that on December 1 it signed a Memorandum of Understanding (MOU) with PT Kirana Megatara Tbk, a major natural rubber supplier in Indonesia, to cooperate in efforts to provide economic support for Indonesian natural rubber farmers and to improve traceability to ensure transparency and soundness of the natural rubber supply chain. The MOU with Kirana Megatara is the latest concrete action taken under Yokohama Rubber’s “Procurement Policy for Sustainable Natural Rubber.” In conjunction with the signing of the MOU, the two companies held a seminar event targeted at improving the quality and productivity of natural rubber in Indonesia. The event, attended by about 50 small-scale farmers affiliated with Kirana Megatara and local government officials, featured a tapping*¹ contest and a quiz on agricultural technology. The farmers attending the event received a complementary supply of fertilizer and natural rubber coagulants.

*¹ Scratching the bark of a Para rubber tree to extract latex sap, which contains natural rubber.

Demand for tires and consequently natural rubber—the core raw material used in tire production—has been expanding steadily as the world’s population grows and mobility technologies become more advanced. However, this growth in demand has raised concerns about a host of problems, including unlawful deforestation, land exploitation, human rights violations, and adverse effects on biodiversity, in countries and regions where natural rubber is produced. To help resolve these problems, Yokohama Rubber has been participating since 2017 in the Sustainable Natural Rubber Initiative (SNR-i) advocated by the International Rubber Study Group*². In addition, the company has been an active founding member of the Global Platform for Sustainable Natural Rubber (GPSNR) since its launch in 2018 and has been strengthening its collaborations with GPSNR activities since revising its “Procurement Policy for Sustainable Natural Rubber” in 2021.

*² An intergovernmental organization comprising governments of countries engaged in the production and consumption of natural and synthetic rubber

Yokohama Rubber previously signed a similar MOU with the Rubber Authority of Thailand (RAOT), and the two partners continue to work together to support natural rubber farmers in Thailand. Yokohama Rubber also is engaged in many other activities targeted at realizing the sustainability of natural rubber, including “Suppliers’ Day” events promoting the exchange of information with natural rubber farmers, joint research with local universities aimed at improving the quality and productivity of natural rubber, and the promotion of more widespread use of agroforestry to enable natural rubber farmers to secure more stable income.

The sustainability initiatives included in Yokohama Transformation 2023 (YX2023), Yokohama Rubber's medium-term management plan for fiscal years 2021–2023, are based on the concept of "Caring for the Future." By implementing sustainability initiatives under this concept, Yokohama Rubber is endeavoring to help resolve social issues through its business activities.



Scenes of a tapping contest (left) and a quiz on agricultural technology at the seminar event