



In Harmony with Communities

As a global organization with operations in more than 150 countries, the Bridgestone Group is uniquely positioned to co-create long-term social and customer value in communities around the world. It does so by working collaboratively with various stakeholders such as partners, customers and employees to develop sustainable community solutions that positively impact a wide variety of cultures and address the unique challenges they face. In addition to these long-term efforts, when urgent support is essential — for example, in times of disaster — the Group steps up to immediately support communities in need.

Supporting communities is part of the [Sustainability Framework](#)*  that the Group uses to build the trust that propagates value co-creation. Through [these social contribution activities](#)  in accordance with their purpose and community needs, the Group is committed to creating and

expanding the eight Bridgestone-like values starting with the letter “E” in the “Bridgestone E8 Commitment” including “Empowerment: Contributing to a society that ensures accessibility and dignity for all.” The Group builds safer, healthier communities and makes education more accessible and inclusive for current and future generations. In addition, a working group that engages in social contribution activities within the Group issued the Global Social Contribution Activity Guidelines in 2022 to expand the positive impact of Bridgestone’s social action programs.

* In order to evolve into a sustainable solutions company, the Group has systematized the Group’s approach to sustainability

 [Sustainability Framework](#)

www.bridgestone.com/responsibilities/approach/framework/

 [Social contribution activities](#)

www.bridgestone.com/responsibilities/social/community/index.html

• 2022 Highlights: Social Contribution

	Number of countries 40		Total number of initiatives 1,009 Number of initiatives with external partners 664		Number of participants ▪ Employee volunteers 17,282 ▪ Community beneficiaries 272,577
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» Activities Related to Road Safety

More than 1.35 million people die in traffic-related accidents each year, thus road safety is widely recognized as a common issue globally.¹ Given its foundation as a tire company, the Group understands that road safety is an integral part of the design of mobility systems and the resilience of communities. Since proper tire maintenance is important for safer transportation, the Group conducts safety awareness activities such as tire-safety inspections for customers as well as other community-oriented activities as part of its commitment to “Ease: Committed to bringing comfort and peace of mind to mobility life” (another value of the Bridgestone E8 Commitment). Also, to promote “Empowerment,” the Group is educating the next generation on road safety and its importance in improving quality of life in local communities.

The Group is also enhancing traffic safety education for employees to raise safety awareness throughout the value chain, thereby contributing to traffic safety not only through its products and services, but also through its daily work.

The Group’s Global Road Safety Task Force has developed a global framework by transforming our current local initiatives into one global synergistic program (the Bridgestone Road Safety Program: BSRP) in cooperation with the Global Road Safety Partnership (GSRP), an international NPO that promotes traffic safety activities by connecting companies, development/

government agencies, civil society organizations, etc., which will start on a trial basis in 2023. For executing the BRSP, the Group, in collaboration with GRSP, developed the playbook as an internal global guide and shared it with our global employees. In 2022, 47 initiatives² related to road safety were implemented in 17 countries, including 38 initiatives with external partners³, involvement by 1,036 employee volunteers⁴, and reached 96,169 people⁵ from the community.

Notes: 1. Source: WHO “Global Status Report on Road Safety 2018”

2. Counting of “initiatives” varies by country or region.

3. Counting of “partners” varies by country or region.

4. The number of volunteer is the total number, including estimates for some activities.

5. The number of people who directly benefited from the Group’s activities, which varies by country and region and only includes those activities for which the Group has confirmed the status.



Dave Cliff

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CEO, Global Road Safety Partnership (GRSP)*

The UN declaration (“Decade of Action for Road Safety 2021-2030”) of 2022 calls upon leaders in the private

In Harmony with Communities

sector to contribute to further collaboration to improve global road safety. The declaration specifically highlighted those areas where the private sector can make substantial contributions such as in the areas of safe vehicle purchase, driver and fleet safety, financing and by applying 'Safe System' principles to their value chains. Sustainable Development Goal (SDG) Target 3.6, which calls for halving the number of deaths and injuries from road traffic accidents by the end of 2030, will require concerted effort across all areas. Bridgestone, a recognized road safety advocate and protagonist since it was established, has embraced the UN declaration, which has heightened the Company's road safety commitment.

The founding principles of GRSP were built upon a model of partnership. This involves bringing the unique voices of the private sector, civil society and government together to develop and apply evidence-based road safety policy and practice. Since 2020, GRSP has been working shoulder-to-shoulder with Bridgestone under this partnership model to demonstrate leadership in both road safety thinking, and action.

As this partnership continues to grow, we look forward to supporting Bridgestone's road safety passion and innovation. To continue to improve, we will need to evolve and inspire through the application of impactful and sustainable programs and policies. Leveraging the passion of its people, and by applying a road safety focus across its full value chain, Bridgestone has an enormous opportunity to influence road safety positively everywhere it operates and beyond.

* GRSP – hosted by the International Federation of Red Cross and Red Crescent Societies (IFRC)

Think Before You Drive, a safe-driving awareness program launched by Bridgestone Americas, Inc. (BSAM) in 2005, aims to instill in drivers the importance of traffic safety through educational programs and materials. BSAM has been partnering with universities and government agencies to implement this program for kids, students, and drivers to reduce traffic accidents and dangerous driving. Since 2015, these materials have reached more than 72,000 people in Mexico, Costa Rica, Colombia and Ecuador.


Think Before You Drive – Kids is geared to children 6 and 12 years old with the aim of educating them through road safety tips and inspiring an awareness of the behavior required to travel safely on the roads. In 2022, the program reached out to four schools and engaged with more than 1,500 students.

Partnered with RYDA which is an initiative that provides traffic safety education, the Group hosted road safety workshops for young drivers in schools in Australia and New Zealand. In 2022, the program provided learning

opportunities to more than 41,250 students. It promoted good habits and motivated the students to take responsible action as drivers and passengers to stay safe on roads.



Traffic safety education



Terry Birss
 CEO & Managing Director
 Road Safety Education Limited -
 provider of the RYDA program

We all have a role to play in road safety in working toward the common goal of saving lives and reducing injuries on our roads. RYDA has reached more than 700,000 students since its inception 21 years ago with the aim of empowering and educating the next generation of road users. Bridgestone's ongoing support helps us sustain the delivery of our life-saving messages to schools who increasingly rely on RYDA and we're thrilled to have a partner in Bridgestone that places the same significance on road safety education as we do, not only in Australia & New Zealand, but on a global level.

» **Activities Related to Education**

Believing that education is essential for improving people's quality of life and developing their professional skills, the Group supports inclusive and accessible education in the local communities in which it operates. With a particular emphasis on primary education and technical and vocational training, the Group applies its strengths in tire manufacturing and sales to offer a variety of training programs that foster the next generation of automotive maintenance professionals.

In 2022, 182 initiatives¹ related to education were implemented in 22 countries, including 163 initiatives with external partners², with the involvement of 18,484 employee volunteers³, and reached 52,351 people⁴ from the community.

In Japan, Bridgestone Corporation offers the Environment Hands-On Learning Program, where students can learn the difficulties and importance of balancing business and the environment through environmental initiatives in production.

It also runs the Global Communication Skill Program, where its employees share their experiences on the difficulties and importance of communication with people from different backgrounds, cultures and customs. In 2022, the Environment Hands-On Learning Program was conducted 27 times and the Global Communication Skill Program was held 10 times. A total of 3,261 students from elementary and junior high schools all over the nation participated in these events.

BSAM is addressing the nationwide shortage of automotive technicians in the United States by providing training on the next generation of automotive maintenance technology.

In 2022, more than 150 students across BSAM participated in the program. For example, more than 48 graduates from Maplewood High School in Nashville, Tennessee have found employment in the automotive industry, and more than 50% of program participants of the East Community Learning Center in Akrom, Ohio earned Automotive Service Excellence certifications before graduation.



Automobile maintenance technology education

» Activities Related to Health

The World Health Organization (WHO), based on an analysis of causes of death by income level, notes that it is important to address health improvement according to the needs of each country and region.

The Group improves the sustainability of communities by contributing to efforts to improve local health conditions and to create a culture of healthier lifestyles. In 2022, 238 initiatives¹ related to health were implemented in 24 countries, which includes 201 initiatives with external partners², with the participation of 1,311 employee volunteers³, and reached 86,885 people⁴ from the community.



Health promotion charity event

Bridgestone Europe, Middle East, India and Africa (BSEMEA) promoted healthy living among its employees by regularly disseminating information on exercise through the digital platform B-Olympic. Employees jointly engaged in walking, running and cycling, achieving a distance of 2.0 million kilometers in 2022 and donating approximately 135,000 EUR, an amount corresponding to the total distance employees traveled, to 15 local cancer charities.

» Activities Related to Disaster Prevention and Relief

The Group views the support of regional communities affected by natural disasters to be part of its social mission.

The Group will continue to provide a variety of reconstruction assistance based on disaster conditions and needs in the stricken areas. The Group sincerely hopes for a swift recovery of the people and areas affected by disaster.

In 2022, 36 initiatives¹ related to disaster prevention and relief were implemented in 17 countries, including 19 initiatives with the participations of external partners², with 302 employee volunteers³, and reached 827 people in the community⁴.

The Bridgestone Tire Indonesia (BSIN) water rescue team and their training are vital in the Karawang and Bekasi areas due to the high frequency of flooding disasters. Around 15 school units, 14 health centers and 1,699 housing units were damaged following a 6.6 magnitude earthquake that struck the Pandeglang Regency in Indonesia on January 14, 2022.

Flooding that followed heavy rainfall in March further exacerbated the recovery efforts in the area and many households were impacted. BSIN activated the Search and Rescue Team, and together with the General Affairs and CSR team, aided the local community, providing 100 basic food packages, two boats, two outboard engines, safety jackets, 60 sign boards that inform evacuation routes & assembly points to the Regional Disaster Management Agency (BPBD). Food donations were extended to victims who had not yet received assistance from the government or other parties.

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Water rescue team