

Co-creation Leveraging Bridgestone Innovation Park “From Interaction with Empathy to Co-creation”

Bridgestone E8 Commitment

Energy

Ecology

Efficiency

Extension

Empowerment

For future value creation, “co-creation” is essential, connecting with employees, society, partners, and customers to create new value. Bridgestone’s R&D facility in Kodaira, Tokyo, was redeveloped as “Bridgestone Innovation Park (BIP)”, a global hub for innovation. Its full-scale operation commenced in 2022. BIP consists of three main facilities designed to promote interaction with empathy and cultivate relationships through co-ideation and co-R&D to realize co-creation. First, “Bridgestone Innovation Gallery” aims to acquire empathy by showcasing our history, DNA, business activities, and future initiatives. Second, “B-Innovation” is an innovation center composed of “Bridgestone Open Innovation Hub”, where people can view and engage with core Bridgestone technologies and products with the aim of giving rise to new ideas, the “Rough Prototyping Studio”, where machine tools are used to give shape to ideas, and the “Co-creation Office”, which is open to external partners. Third, “B-Mobility” is a proving ground that can be used to quickly experience and verify the performance and potential of prototype mobility technologies and products with actual vehicles.

We are promoting joint research with industrial, governmental, and academia partners to create social and customer value starting with BIP. In 2023, approximately 2,200 people visited the Open Innovation Hub, and 17 cases have evolved into joint research.

As one of the examples, Bridgestone is accelerating joint research with Nippon Telegraph and Telephone Corporation (“NTT”) since there are many areas in which we can collaborate with NTT given the high compatibility between the visions of both companies. This joint research is based on the strengths of both companies in three areas: “Digital Twin”, “Sustainability”, and “Creating environmentally and people-friendly cities through tires”. Co-creation with TIER IV, Inc. is also being promoted, aiming for contribution to the evolution of mobility, such as R&D and commercialization of autonomous driving technology. In addition, we are expanding co-creation activities through collaboration with industrial, governmental, and academia partners that leverage our core competencies. This includes joint research with Tohoku University, that promotes materials development in the next-generation synchrotron radiation facility, “NanoTerasu”, and collaboration with Kyushu University, that promotes comprehensive initiatives such as joint research and talent development.

With BIP at the core, working together with the global technical centers as our innovation sites in 3 regions including the U.S. (Akron, Ohio) and Europe (Rome, Italy), we are initiating technology development based on role-sharing reflecting the geographical advantages and strengths of each center, and are promoting co-creation activities globally to achieve it.



**Bridgestone
Innovation
Park**

Opened April 2022






Accelerate “from interaction with empathy to co-creation” based on the Bridgestone E8 Commitment

2023
(cumulative total from 2022)

Customer & partner visits
(Open Innovation Hub)

Approx.
2,200 visitors

Evolved into
joint research

17 cases

2024

Develop as business base for Japan tire business
—promote co-creation activities through integration of R&B (research and business)