

Build Trust to Propagate Value Co-creation 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 facing unique challenges. In addition to these long-term efforts, when urgent support is essential — for example, in times of disaster — the Group also steps up to immediately support its communities.

Supporting communities is part of the Group's Sustainability Framework as it builds trust to propagate value co-creation. With such initiatives, the Group is committed to "Empowerment: Committed to contributing to a society that ensures accessibility and dignity for all" and "Ease: Committed to bringing comfort and peace of mind to mobility life" of the "Bridgestone E8 Commitment." To achieve this aim, the Group focuses its strengths and competencies on building safer, healthier communities and making education more accessible and inclusive for current and future generations.

Road safety education

More than 1.35 million died in traffic-related accidents each year¹, thus road safety is widely recognized as one of the global common issues. Given its foundation as a tire company, the Bridgestone Group understands that road safety is essential to mobility systems and resilient communities.

Since proper maintenance is important for safer transportation, safety awareness activities such as tire-safety inspections for customers and the

community are conducted as part of the "Ease," where the Group is committed to bringing peace of mind to mobility life. 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.

Initiatives

Think Before You Drive, a safe-driving awareness program launched by BSAM in 2005, aims to instill in drivers the importance of traffic safety through educational programs and materials. The program conveys the importance of following the basic rules essential for safe driving, such as always wearing a seatbelt and keeping tires aligned and balanced. Employees in Mexico, Costa Rica, Colombia and Ecuador are partnering with universities and government agencies to implement this educational program for students and travelers with the goal of reducing traffic accidents and dangerous driving.

In Poznan, Poland, employee volunteers have been involved in traffic safety education since 2008.

Interactive traffic safety lessons are conducted with the Bridgestone Test Dummy characters. To date, 450 workshops have been delivered to over 33,000 students in more than 500 schools in and around Poznan.



¹ Source: "Global status report on road safety 2018," World Health Organization

In the China, Asia and Pacific region, BSCAP is synergizing regional road safety initiatives as one program to enhance both community and employee engagement. The Group works with various partners and implements road safety programs best suited for the specific needs of each country or region.

Partnered with [Rotary Youth Driver Awareness \(RYDA\)](#), the Group hosted road safety workshops for young drivers in schools in Australia and New Zealand. In 2021, the program provided learning opportunities to more than 41,000 students. It promoted good habits and motivated them to take responsible action as drivers and passengers to stay safe on roads.

In China, the Group is promoting traffic-safety



programs together with [Safe Kids China](#). Employee volunteers who attended training organized by Safe Kids China participated in field observations to collect data on road usage. These observations are used in the traffic-safety education curriculum offered at local schools.

Furthermore, in Phuket, Thailand, the Bridgestone Global Road Safety project was launched to raise children's awareness of traffic safety and safe road behavior. Cooperating with the [Global Road Safety Partnership](#) and local partners, the program included events such as Road Safety Day with interactive games and contests calling for safe road behavior among students. The Group also improved local infrastructure to enhance the safety of school commuting routes.



■ Accessible and inclusive education

Believing that education is important 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

Initiatives

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

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.

different backgrounds, cultures and customs. In 2021, the "Environment Hands-On Learning Program" was conducted 12 times and the "Global Communication Skill Program" was held nine times. A total of 1,809 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. Working with community partners and educational leaders, BSAM supports Maplewood High School Automotive Training



Center in Nashville, Tennessee, and Bridgestone Academy of Applied Engineering & Technology at East Community Learning Center in Akron, Ohio. Both schools offer a four-year curriculum that includes hands-on learning in facilities that are modeled after Firestone stores and instruction by Group technicians to help students build careers in the auto maintenance industry. In 2021, more than 185 students across BSAM participated in the program. At Maplewood High School, more than 45 graduates have been employed in the automotive industry, and at East Community Learning Center, more than 50% of program participants earn Automotive Service Excellence certifications before graduation.

Other initiatives

Since its founding in Japan in 1931, the Bridgestone Group has supported activities that improve the lives of individuals and communities. These efforts are known collectively as “AHL,” or Active and Healthy Lifestyle. AHL activities help build a symbiotic society in which diverse people recognize and help each other. Such a society encourages all people to be healthy in mind and body, make the most of their individuality, and achieve self-fulfillment. Toward the realization of this symbiotic society, the Group aims to solve social issues faced by the elderly and people with disabilities by co-creating solutions with local communities and various partners.



In 2021, as part of initiatives to realize a symbiotic society through sports, the Group held three Inclusive Sports Days at the Yokohama plant for 93 people with disabilities, the elderly and its employees to enjoy sports together.

BSEMIA 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 1.5 million kilometers in 2021 and donating approximately 145,000 EUR, an amount raised corresponding to the total distance employees travelled, to 15 local cancer charities.

Bridgestone Asia Pacific Pte. Ltd. (BSAP) and Bridgestone Tire Sales Singapore (BSTSG) supported the efforts of [Willing Hearts](#) during the COVID-19 pandemic to continue delivering meals to those in need. The companies also provided Willing Hearts with tires for 10 delivery vehicles and conducted awareness activities on safe tire use and traffic safety. In 2021, BSAP and BSTSG employees donated 120 bags of daily necessities and helped provide the meals to the people supported by Willing Hearts.

More information on ways the Group is working toward being in harmony with communities is available [online](#).