



Priority Area

People 



As a global leader seeking to build a truly global Company, the Bridgestone Group strives to have a positive impact on the communities where it operates around the world. The Bridgestone Group is delivering on its People commitments by investing in a safer society, supporting accessible and inclusive education, and promoting healthier communities.

Contributing to a Safer Society

Natural disasters such as floods, hurricanes, tornadoes, volcanic eruptions, earthquakes, tsunamis, and others strike quickly and can have devastating effects on communities. Bridgestone has numerous initiatives underway to help support people experiencing natural disasters, including the following:

- Some of the most difficult-to-access areas are sites impacted by extreme disasters such as earthquakes, mudslides, hurricanes and tsunamis. To help rescue people and ensure safety in these situations, Bridgestone is partnering with the Tokyo Institute of Technology on the development of “tough robots” that can operate under difficult conditions. This collaboration has led to the development of a high-powered artificial “muscle,” or actuator that generates motion and power, using tire rubber that is powerful but lightweight, with significant resistance to impact and vibration. This is an important first step in the practical application of robots in these extreme environments.
- As part of its commitment to help create a safer society, especially when natural disasters occur, **Bridgestone Tire Japan has prepared its retail stores to accommodate people who need a place to rest or are unable to reach their homes during earthquakes, flooding and other disasters.** This work was recognized with a Bridgestone Group Award in early 2019.

- In 2010, Bridgestone teammates in Indonesia organized a **voluntary rescue team** that is regularly trained on emergency preparedness to support colleagues and the community. The team has handled more than eight rescue operations since its formation. This work was recognized with a Bridgestone Group Award in early 2019.
- More information about the Global Disaster Prevention Center is include in the Safety, Industrial Hygiene section of this report.



Accessible and Inclusive Education



“Bridgestone Indonesia's LLK training program has had a big impact on my life, particularly the strong alumni support that I value today. I've been able to share the knowledge I learned with my community through technical courses for adults and language courses for children. Whenever I am asked why I can speak English and Japanese and understand electricity, I always answer with a big smile... because I learned it at LLK.”

—Edi Prayitno, Section Manager, Bridgestone Indonesia

The Bridgestone Group supports many programs that are aligned with its goal of helping people develop job and life skills that, in turn, strengthen communities.

In 1981, Bridgestone was one of the first companies in Indonesia to respond to the government's request to address the country's skilled manpower shortage with the creation of the **Loka Latihan Keterampilan (LLK) vocational training program** operated by the Company at its Bekasi manufacturing facility. Now in its 37th year, Bridgestone Indonesia accepts 48 students every two years for the residential program focusing on mechanical and electrical skills. To date, more than 50 percent of the program's 754 graduates have chosen to build their careers at the Bridgestone Group.

In the U.S., the Bridgestone Group is reducing the cycle of poverty by providing work skills that are in high demand. The Group is helping to educate high school students about automotive service careers in partnership with Metro Nashville Public Schools' Academies of Nashville college and career preparation program at the Maplewood High School Automotive Training Center in Nashville, Tennessee, with a near-replica operating Firestone Complete Auto Care store and training curriculum. Since 2015, 70 students have graduated, 33 of these former students are working for the Bridgestone Group and one has gone on to a management trainee program at Bridgestone. Ten more work in the automotive or transportation industries. In October 2018, a similar classroom and automotive service center was created at the Akron, Ohio, East Community Learning Center, in partnership with Akron Public Schools and the United Way of Summit County.



Accessible and Inclusive Education

To increase financial independence for women in Pune, Maharashtra, India, Bridgestone India partnered with the Federation of Indian Chamber of Commerce & Industry Ladies Organization in 2018 to provide training for women to start their own businesses and become nurses or delivery personnel.

The Group and its employees also recognize the importance of introducing young people to new opportunities that expand their horizons. The Bridgestone Group supports a number of programs that help make this personal exploration possible:

- Bridgestone CAP's Happy Tangram Project in China **provides students in rural areas with otherwise unavailable art, music and physical education classes**. Also, since 2009, the Company has donated more than 102,000 books and established 40 libraries through this project.
- Bridgestone Retail Operations has raised more than JPY 726.0 million/USD 6.6 million⁶ for Boys and Girls Clubs of America (BGCA) since 2015 through the Driving Great Futures program. Because research shows that the more children attend the Club, the greater their chances for academic and social success, Bridgestone Retail Operations' financial grants help Clubs with vehicle maintenance and, in some cases, the purchase of new vans to transport children to and from Clubs. This work was recognized with a Bridgestone Group Award in early 2019.
- Bridgestone Thailand's U-Camp project led by employees at its Nong Khae facility provides **leadership development skills** to students at 14 area universities.
- Also in Thailand, Bridgestone employees developed a distance-learning program and built school libraries for 1,600 underprivileged children at 13 schools in remote areas.
- In Japan, the Bridgestone Group employees visit elementary schools and **teach children about manufacturing and the Company's work improving the environment**. Through a fun board game, children experience plant management virtually and think about the environment and work.
- Bridgestone France's retail and manufacturing locations hosted, **trained and mentored more than 50 young adults**. Students acquired tire technical skills and became more familiar with the working environment, increasing their employability.



⁶ Based on the average exchange rate used in the Bridgestone Group's 2018 Financial Report.

Leadership Commitment



Gabriel Asbun
Vice President and Senior Officer,
Bridgestone Corporation

**Member of the Board, CEO
and COO, Bridgestone Asia
Pacific Pte. Ltd.**

“Asia Pacific is one of the most dynamic regions of the global economy. However, we are also seeing a widening of the inequality gap and the rise of environmental issues. Opportunities for sustainable growth will only benefit everyone if we also reduce poverty and improve the quality of people’s lives by practicing strong environmental stewardship. The Bridgestone Group partners with governments, organizations and employees to create solutions that enhance human potential and protect natural resources. As an organization with a deep Asian heritage, the Group aims to be a positive catalyst in building a sustainable future for the region.”

Promoting Healthier Communities

The Bridgestone Group has long believed that a better world can be built through sports. In 1957, Bridgestone founder, Shojiro Ishibashi, donated 21 swimming pools to schools in Kurume, Fukuoka, Japan.

Currently Bridgestone Sports manages 18 swimming schools in Japan.

For more than 30 years, with the Bridgestone Group's ongoing support, two of these schools (in Kurume and Saga) have provided lessons to more than 10,800 people with disabilities who otherwise would not be able to enjoy swimming.



Today, the Bridgestone Group values sports as one important way to promote healthier communities. That's why it is **proud to support the Olympic and Paralympic Games**, as a worldwide partner of both the International Olympic Committee and the International Paralympic Committee. Multiple tenets of the Olympic and Paralympic Movements—community service, diversity, environmental stewardship and sustainability—also lie at the heart of *Our Way to Serve*.

The Bridgestone Group's support of the Olympic and Paralympic Movements influences it in additional ways as well:

- In Japan, the [Bridgestone x Olympic x Paralympic a GO GO!](#) is bringing the excitement of the Olympic and Paralympic Movements to communities across the country through a fun event with top-level athletes to help everyone from children to the elderly recognize the fun of playing sports.
- Bridgestone CAP promotes the employment of people with disabilities across the region. In Thailand, **10 employees are para-athletes** training to compete the Tokyo 2020 Paralympic Games.
- Bridgestone CAP also created an opportunity for children from a local South Korean orphanage to **see the torch relay and experience the Olympic Winter Games PyeongChang 2018**.
- Bridgestone EMEA leveraged the Company's support of the Olympic and Paralympic Games to **encourage employees to adopt healthier lifestyles** and support cancer prevention. The online platform around the Olympics encouraged approximately 17,000 employees in the region to reach a common goal of moving 1 million kilometers in one year. After just six months, the team reached its goal and, in the process, raised JPY 21.3 million/USD 193,800⁶ for 14 nonprofit organizations active in cancer prevention.
- Bridgestone is using the Company's tire technology and innovation to **support para-athletes in Japan**. Employees created rubber soles for sports prosthesis that make it easier to run on a variety of surfaces and gloves that help wheelchair athletes more efficiently propel the wheels of the chair.
- In the United States, the company partnered with its **Team Bridgestone athlete ambassadors** to support local youth programs and charitable organizations, including Boys and Girls Club of America, Children's Healthcare of Atlanta, and the Scott Hamilton's Learn-to-Skate Program in Nashville.



⁶ Based on the average exchange rate used in the Bridgestone Group's 2018 Financial Report.

Supporting women, indigenous communities and children

Following are some additional ways the Bridgestone Group promoted healthier communities in 2018:

- [International Women's Day](#) is celebrated globally on March 8. In recognition, Bridgestone India organized **11 breast cancer and other health screening events** for more than 100 women in rural health centers across Khed taluka, Maharashtra, India. In addition to tests for breast and cervical cancer, blood pressure and diabetes, women received a free supply of protein, iron and calcium supplements for their overall health.
- More than 300 Bridgestone EMEA Technical Center employees in Rome, Italy supported the [Italian Multiple Sclerosis Society's \(AISM\)](#) research and services.
- Imagine a caravan of Bridgestone Group vehicles traveling the mountainous, difficult terrain of Argentina to bring much needed supplies to remote, usually indigenous communities. That's exactly what the **Bridgestone Solidarity Caravan** has been providing since 2010. Employees collect medicine, clothing, school and cleaning supplies, kitchen utensils and furniture and then deliver them during a week-long journey. Along the way, Caravan members help make improvements to schools and communities such as installing solar panels and pumps for drinking water.
- Bridgestone, in partnership with Ochanomizu University (one of two women's national universities in Japan) has launched the Future Starting Point Project to **help cultivate the next generation of female leaders**. Women in high school, undergraduate university and graduate school participate in a dialogue about future societal needs with stakeholders from business, education and local government.
- Firestone's Natural Rubber operations in Liberia co-sponsored a team of medical professionals from [Children's Surgeries International](#) to provide more than 100 free surgeries for cleft lips and palates, hernias and a variety of urological conditions at the Firestone Medical Center in Duside. This is the seventh such mission since the collaboration began in 2010.

More information on the Bridgestone Group's commitment to People is available [online](#).

