



# PEOPLE

PRIORITY AREA





# PEOPLE

The Bridgestone Group's People Priority Area mission is to “employ its strengths to support communities and enhance the way people live, learn and work.” It is doing so by contributing to a safer society, supporting accessible and inclusive education, and promoting healthier communities.

The Bridgestone Group conducts business in more than 150 countries, employs over 140,000 people and interacts with diverse cultures and local communities throughout the world.

These local communities face a variety of unique issues, including income disparity and poverty. To realize the Group's vision toward 2050, it strives to co-create social and customer value by working with diverse stakeholders to improve the quality of life for people in these local communities and its employees. It does so by contributing to a safer society, supporting accessible and inclusive education, and promoting healthier communities.

After inventorying existing programs and considering local, regional and global needs, the Group's future People Priority Area efforts will be directed toward contributing to a safer society by focusing on disaster and emergency relief efforts; supporting accessible education for next generations; and promoting healthier communities by introducing initiatives that align with the agenda of the World Health Organization to meet global and regional challenges. Road safety is a key initiative within these three goals and will be a key area of focus moving forward.

As a tire company, road safety is at the core of the Bridgestone Group. For example, its [WEBFLEET](#) fleet management solution provides all the information fleet managers need to protect drivers by managing their inventories and optimizing operations. In addition, monitoring and analyzing driver behavior supports driver wellbeing and prompts safe driving. Overall, WEBFLEET creates value for its customers and societal value by improving the quality of life for drivers doing physically and mentally demanding work.

Additional examples of how the Bridgestone Group is creating social and customer value across the People Priority Area of its *Our Way to Serve* CSR framework are included on the following pages.

## SUPPORTING ACTIVE AND HEALTHY LIFESTYLES

The Bridgestone Group aims to become a leading model of an inclusive society by promoting active and healthy lifestyles. By addressing a variety of social issues, including helping the elderly and those with physical challenges more fully engage in physical activity, the Group is co-creating value with communities and partners. For example, the Bridgestone AHL Arena, scheduled to open in March 2022, will be a barrier-free activity center leveraging cutting edge-technology and science to encourage social participation by all. Multiple stakeholders, including other companies, a research institute and other partners are collaborating with the Bridgestone Group to support all people within the community.

## BRIDGESTONE RUBBER ACTUATOR

The Bridgestone Group, the University of Tokyo and other companies are partnering on the development of a high-powered artificial “muscle,” or actuator that generates motion and power, using the Group's tire and rubber technology. The actuator is lightweight, durable, and able to move smoothly with great power, making it ideal for applications that support walking and playing, training, light labor and robotic arms.





## PEOPLE

# Contributing to a Safer Society

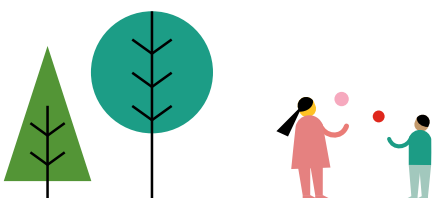
In Vietnam, where 70% of the population resides in coastal areas and low-lying deltas, communities are extremely vulnerable to river and coastal flooding. Because of a lack of key infrastructure, including bridges, children are unable to safely commute to school without crossing dangerously high rivers using wooden rafts or even ropes made of plastic bags. Bridgestone Tire Manufacturing Vietnam Limited Liability Company's Bridge to Knowledge campaign pledges to build 20 bridges across flood-prone Vietnam by 2030 and to maintain the bridges for 10 years. Already, in 2019, Bridgestone completed two bridges in the Dak Lak and Dien Bien provinces, improving conditions for 3,927 community members and helping 335 children get to school safely. More bridges are underway in other provinces. The project gives disadvantaged members of the community access to inclusive education and creates safer mobility options — which in turn help to build a thriving local economy.

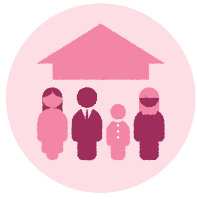


To help ensure safe mobility on the road and reduce the number of traffic accidents, Bridgestone India Private Ltd. focused on developing truck driving skills and providing a vision correction program for truckers. The Group implemented both initiatives with the help of its employee volunteers. To date, 450 youths have been trained as skilled commercial drivers, 6,250 truckers have undergone vision check-ups and treatment, with 2,520 spectacles distributed to truckers for vision correction. Additionally, the program provided counseling sessions focused on adopting healthier lifestyles.



To help prevent damage from seismic shock due to earthquakes, the Bridgestone Group supplied its cutting-edge seismic isolation bearings for two newly-constructed permanent venues that will host competition during the Olympic and Paralympic Games Tokyo 2020 (rescheduled for July 2021). The bearings were installed beneath the roof instead of under the foundation to help lower the burden placed on the roof's structural support elements.





## PEOPLE

# Accessible and Inclusive Education

**As the Bridgestone Group expands education and training opportunities to help people develop life and career skills, the greatest impact it can have is with road safety education.**

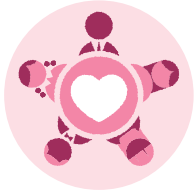


In 2019, this work came to life through multiple programs around the world:

- In Vietnam, the Group collaborated with primary school teachers to educate more than 3,000 students in Hanoi and Ho Chi Minh City on traffic laws and safety tips.
- Employees from eight countries and 13 sites in Bridgestone Europe, Middle East and Africa shared personal stories of near-miss situations. Stories were translated, illustrated, some of them put into videos, and all posted online to be seen and shared with anyone to learn from these experiences and avoid similar situations. About 3,800 people visited the website.
- In Poland, more than 33,000 children in about 300 kindergartens around Poznan have learned about auto safety since 2008. Employee volunteers share important information on using car and booster seats, how to be a safe pedestrian and other safety-related information.
- The Bridgestone Traffic Education Project debuted in Brazil in 2018 to raise awareness of road safety with young children and teenagers. Since then, more than 6,000 students in five schools across the country have learned about creating a safer driving community. BSAM also gave its Interactive Road Game to local Departments of Education to further this important training.

In Turkey, Brisa Bridgestone Sabancı Lastik Sanayi ve Ticaret A.Ş. (Brisa), Bridgestone's affiliated company, is helping disadvantaged and underprivileged people secure employment as tire service technicians. Since 2010, Brisa has trained about 5,000 students. Most recently, two innovative new programs trained 26 women technicians, the first women in the tire sector to work in local dealers, and at least 50 people currently in prison are receiving technician training to help them reintegrate into society. Additionally, more than 5,000 students have taken free courses offered in vocational high schools; 65 of these students now work with Brisa dealers.





## PEOPLE

# Promoting Healthier Communities

**The Bridgestone Group works to ensure access to the resources people need to live healthier lives. One of the primary ways it does so is by encouraging employees and other stakeholders around the world to volunteer to help strengthen communities.**

In 2019, BSAM held its first Volunteer Week. From Dec. 2 – 8, 2019, about 475 employees across the region volunteered nearly 1,600 hours. Volunteers cleaned more than 15 public sites and waterways; prepared, packaged and donated almost 18,000 meals; and provided needed clothing and toys to almost 1,000 individuals and families.

*“At Bridgestone, we have always embraced our responsibility to improve the ways in which people move, live, work and play. The results of the 2019 Bridgestone Americas Volunteer Week demonstrate the impact an organization can have when its employees work together to serve their communities.”*

**- Chris Karbowski, Global CSTO**

Halfway around the world, Bridgestone employees volunteer with children who lost their parents or guardians in the 2011 earthquake and tsunami. Led by the Ochanomizu Academic Association, volunteers spend quality time building important relationships with these children. Bridgestone also offers its recreational facilities for Association camps and other activities.

To encourage healthier communities in the region and join the fight against cancer, BSCAP collaborated with the Breast Cancer Foundation (BCF) to develop a first-of-its-kind nursery rhyme campaign titled “Molly Monkey Sings and Saves.” The campaign uses the familiar tune of “Wheels on the Bus” to illustrate how to conduct a breast self-check, serving as an important reminder for women to take charge of their health through regular self-examination.

More than 5,000 participants in Singapore’s Pink Ribbon Walk learned of the campaign that encourages children to remind their mothers of this important health check.

As a firm believer in the power of sports to excite and unite, BSCAP also launched a regional step challenge to encourage employee fitness by unlocking donations to UNICEF and societies

and foundations related to cancer. For the first time, employees used the Bridgestone Group’s BS-Fit mobile app, which enables them to track their steps and maintain health. More than 20,000 employees participated, logging more than 15 billion steps and unlocking donations of USD 113,000.

Within its own operations, BSAM works to create a diverse and inclusive workplace by offering five employee resources groups (ERGs). Open to all, ERGs support employees, create opportunities to engage in community-service volunteerism, and offer learning and development opportunities. ERGs include:

- BRAVO community of veterans and veteran supporters;
- BWIN helping female employees thrive and lead;
- BNEXTGEN supporting the growth and development of young professionals;
- BProud! encouraging an environment of inclusiveness and collaboration; and,
- BOLD empowering an inclusive community of Black/African American employees and allies.



## TOPICS

# Our Way to Serve During the Pandemic

The COVID-19 pandemic has resulted in significant loss and countless challenges for people everywhere. It also has created opportunities for people to help one another and demonstrate kindness during dark moments.

Since the onset of the pandemic, a spirit of collaboration has flowed through every corner of the Bridgestone Group. Employees moved quickly to support each other, their customers and communities. These actions demonstrate the universal concept of "glocal" that the Bridgestone Group adopted several years ago. Acting "glocally" allows it to work across the organization to enhance the wellbeing of employees and communities where it operates by understanding their local needs. For example:

- Manufacturing facilities donated personal protective equipment for local medical professionals and first responders.
- Retail locations remained open to provide critical auto and tire services for frontline workers, while also adapting to create the safest possible customer experience.
- Teams donated food and other essentials to underserved communities.
- The Group donated tires for emergency equipment and frontline health care workers.

As of May 1, 2020, the Bridgestone Group has donated or raised nearly \$1.3 million for global COVID-19 relief efforts. Here are just a few of the many examples from each region:



<sup>1</sup> Including donations from our customers and partners for Boys and Girls Clubs of America through the Driving Great Futures program.

## AMERICAS

- The Bridgestone Group volunteers in several locations used 3D printing to produce face shields for health care and other front-line workers. As of June 9, they provided more than 5,800 face shields and more than 700 ear savers to local medical professionals.
- Bridgestone Retail Operations donated \$840,000<sup>1</sup> to the [Boys & Girls Clubs](#) COVID-19 Relief Fund.
- Bridgestone Mexico, Costa Rica, Ecuador, Brazil and Argentina supported local programs to provide food and hygiene products for more than 2,300 families in need.

## EUROPE, RUSSIA, MIDDLE EAST, INDIA AND AFRICA

- The Group provided health care workers with free emergency tire repair in Spain, vehicle sanitizing services in Ireland, and protective vehicle covers in France.
- In India, the Group prepared and provided food and other essentials to 9,500 stranded truck drivers trying to reach home during the nationwide lockdown.
- BSEMIA launched its B-Well@Home platform to provide employees and their families with movement, nutrition, mindfulness, sleep and effectiveness tips.

## JAPAN

- Bridgestone produced 100,000 non-medical masks per week for internal use and donated 300,000 masks to local governments where its facilities are located.
- The HQ office, together with Bridgestone China, donated \$430,000 to the China Charity Federation and other provincial charity organizations to assist with COVID-19 relief and recovery efforts in select municipalities throughout China.

## ASIA, OCEANIA AND CHINA

- The Bridgestone Group hosted blood donation drives in Taiwan and Thailand, collecting 130,200 cubic centimeters (ccs) of blood.
- In Vietnam, the Group produced 20,000 coloring books for partners and employees to help keep children engaged during the lockdown. They also donated more than \$6,500 to the Vietnam government to combat COVID-19.
- BSCAP locations used social media to provide tips and useful information to encourage people to stay safe and healthy.

As a responsible industry leader, the Bridgestone Group will continue to help the communities where it operates remain strong as everyone around the world fights the global pandemic.