

Our Way to Serve

Our Compass for Realizing a Sustainable Society

Continue “Serving Society with Superior Quality”

In 2017, the Bridgestone Group redefined its global corporate social responsibility (CSR) commitment, *Our Way to Serve*. This commitment is closely linked to the Group’s mission of “Serving Society with Superior Quality” and reflects the recognition that the best companies not only perform for their shareholders, but also contribute to a better world.

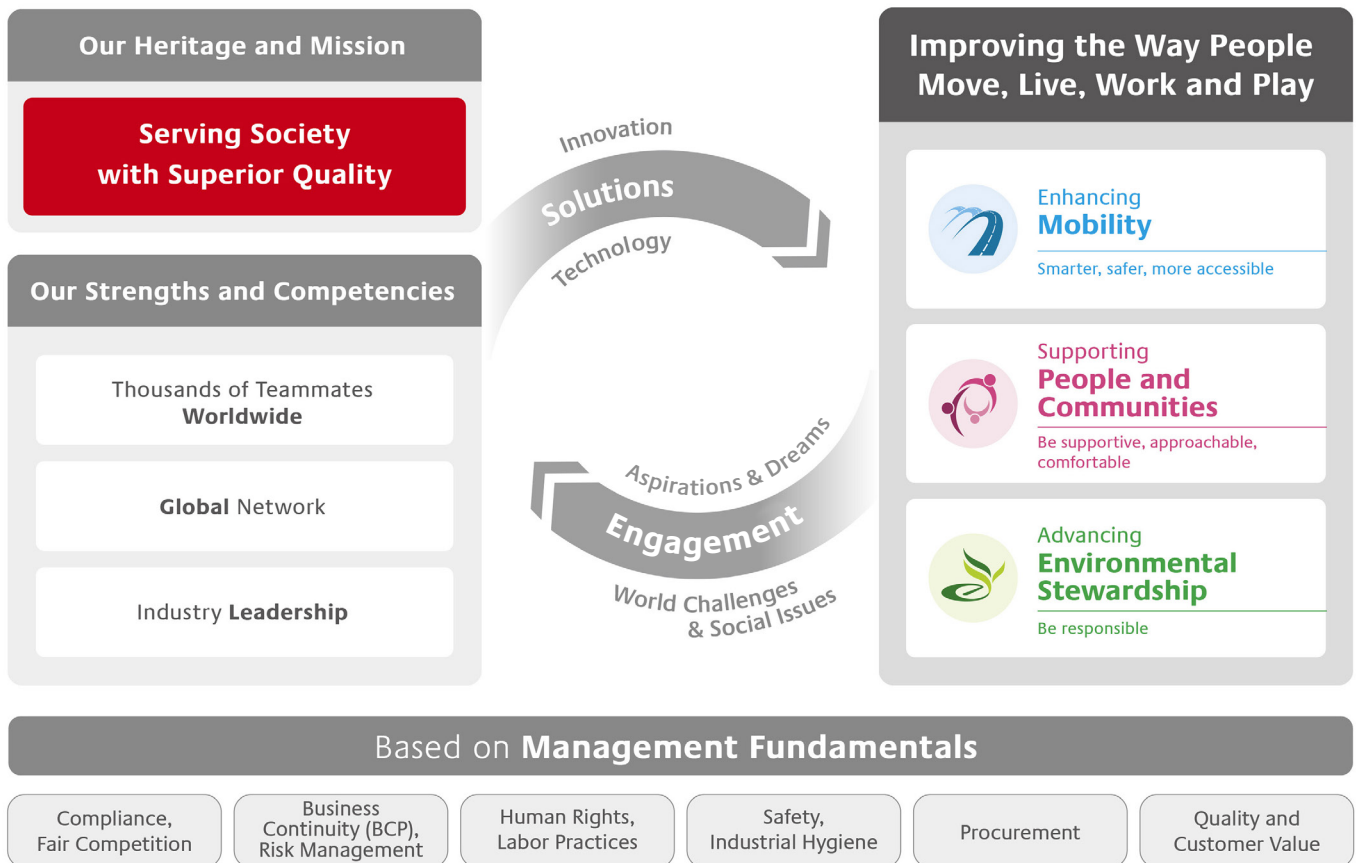
Our Way to Serve inspires employees of the Bridgestone Group to continue to do great work by doing good for the world. It serves as a compass, organizing the Group’s efforts under the three Priority Areas of Mobility, People and Environment. Along with these Priority Areas, the Group continues to strengthen its governance and compliance and exhibits the behaviors expected of any responsible company through its Management Fundamentals. The Management Fundamentals exemplify the Group’s commitment to leadership in the six major areas of Compliance and Fair Competition, Business Continuity (BCP) and Risk Management, Human Rights and Labor Practices, Safety and Industrial Hygiene, Procurement, and Quality and Customer Value.

Through *Our Way to Serve*, the Bridgestone Group leverages its strengths and competencies, which include thousands of teammates worldwide, a global network, industry leadership and a history of innovation, to improve the way people move, live, work and play.

To realize its vision and the Mid-Long Term Business Strategy, the Group continues to prioritize *Our Way to Serve* in all that it does. Guided by *Our Way to Serve*, the Group is integrating sustainability into its culture, business strategy and operations. A recent employee survey showed that 97% of those who responded are aware of *Our Way to Serve*¹.

Contributing to the SDGs to solve global challenges

The United Nations Sustainable Development Goals (SDGs) outlines a global agenda to tackle the world’s most pressing social, environmental and economic challenges by 2030 to realize a sustainable society. As society continues to transform itself in pursuit of these common global goals, the Group will further its contributions to society as a sustainable



¹ 16,675 teammates responded to the online survey. (Respondents are those teammates who have email addresses and most are managers and staff.)

company in line with the SDGs. It will leverage its strengths and competencies to help address the challenges facing the world.

The COVID-19 pandemic exposed the vulnerability of society and forced everyone to reconsider almost every aspect of daily life. It reminds people of the challenges to achieving the SDGs, and also represents a turning point in the transformation of society to achieve the SDGs by 2030.

Striving toward living well within planetary boundaries, the Group contributes to the achievement of 13 of the 17 SDGs through all corporate activities and across its entire value chain, focusing on the three key areas of *Our Way to Serve*: Mobility, People and Environment.

The SDGs identified by the Group are also aligned with the Tire Sector SDG Roadmap developed by the World Business Council for Sustainable Development's (WBCSD) [Tire Industry Project \(TIP\)](#). The Roadmap offers a framework for action that outlines impactful pathways for the entire sector to contribute to the ambitions of SDGs. It also aims to guide, inform and support decision-making along the value chain, encourage stakeholder dialogue and inspire action-oriented initiatives among industry peers and beyond. As co-chair of the TIP Working Group, the Bridgestone Group was an active contributor to the development of the Roadmap and participated in the consultation process with a range of global stakeholders from industry associations, NGOs and subject matter experts.

Major contributions of the Bridgestone Group



- Offer tire safety checks and education around the world (3.6)
- Support the provision of health services and health check-ups for communities (3.8)



- Provide school facilities to children with limited educational opportunities and vocational training programs (4.1, 4.4, 4.5)



- Promote diversity and inclusion in line with the [Group's Global Human Rights Policy](#) (5.5)



- Execute water stewardship plan, reducing water withdrawal per unit at manufacturing facilities (6.4)



- Enhance renewable electricity ratio (7.2)
- Introduce lower rolling resistance tires for better fuel economy (7.3)
- Improve energy efficiency in manufacturing processes (7.3)



- Increase resource productivity (8.4)
- Promote natural rubber sustainability (8.4, 8.6, 8.7, 8.8)



- Explore recycle business, and expand programs towards a circular economy (9.4)
- Provide tire-centric solutions and mobility solutions (9.5)



- Improve accessibility through the development of tires and curbs that contribute to barrier-free bus transport (11.2)
- Provide a resilient infrastructure through seismic isolation bearings (11.5)



- Improve resource productivity and waste reduction throughout total tire life by increasing the use of retread tires (12.2, 12.4, 12.5)
- Expand and diversify use of renewable materials (12.2)
- Disclose sustainability related information (12.6, 12.8)



- Expand programs towards carbon neutrality (13.1, 13.2, 13.3)
- Support disaster management initiatives of communities against natural disasters (13.1)



- Continue drive toward zero-deforestation in supply chain and forest restoration initiatives (15.2, 15.5)
- Strengthen biodiversity conservation efforts (15.1, 15.5)



- Execute [Code of Conduct](#) that covers a broad range of ethics and compliance topics, including anti-corruption and anti-bribery (16.5)



- Promote open innovation to address social issues (17.6)