

# Environmental Activities

Bridgestone Corporation /  
Bridgestone Americas

# Environmental Mission Statement

The graphic features the Bridgestone logo and the text 'Environmental Mission Statement'. Below this, it states 'To help ensure a healthy environment for current and future generations...'. A paragraph follows: 'We, the Bridgestone group, are committed to continually working toward a sustainable society with integrity and in unity with our customers, partners, communities and the world around us.' Three objectives are listed with icons: 'In harmony with nature' (heart with leaves), 'Value natural resources' (circular arrows with a leaf), and 'Reduce CO<sub>2</sub> emissions' (CO<sub>2</sub> with a downward arrow). Each objective has a descriptive paragraph below it. At the bottom, a tree diagram labeled 'TEAMS' shows 'Operations', 'Environmental Communication', and 'Community Activities' as branches, and 'Products and Services' as the trunk. Below the tree is the text 'One Team, One Planet.' and the Bridgestone logo with the slogan 'Your Journey, Our Passion.'

**Environmental Mission Statement**

To help ensure a healthy environment for current and future generations...

We, the Bridgestone group, are committed to continually working toward a sustainable society with integrity and in unity with our customers, partners, communities and the world around us.

Therefore, we are focused on three objectives.

**In harmony with nature**  
To contribute to biodiversity through habitat enhancement, and through environmental education and research.

**Value natural resources**  
To continually improve natural resource conservation through operational improvements and product design.

**Reduce CO<sub>2</sub> emissions**  
To continually reduce emissions of Greenhouse Gases, including CO<sub>2</sub> from our products' complete life cycle.

The Bridgestone group's environmental mission covers all aspects of our business.

**Operations** **Environmental Communication** **Community Activities**

**Products and Services**

**TEAMS**  
TEAMS: Total Environmental Advanced Management System  
TEAMS under the group under a progressive management system to help ensure a healthy environment.

One Team, One Planet.

**BRIDGESTONE**  
Your Journey, Our Passion.

## Refined Global Environmental Mission Statement to build a sustainable society on May 2011

Clarification of the direction of the long-term environmental aspirations  
(three important environmental perspectives)

-In harmony with nature

・自然と共生する（自然共生社会）

-Value nature resources

・資源を大切に使う（循環型社会）




-Reduce CO<sub>2</sub> emissions

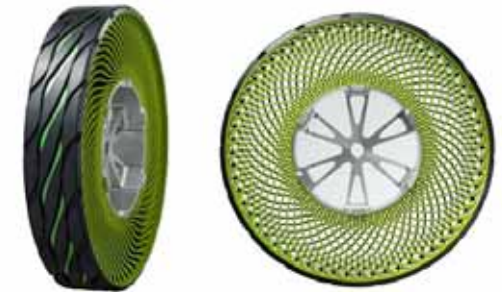
・CO<sub>2</sub>を減らす（低炭素社会）

「持続可能な」社会の実現に向けた取り組みを促進していく

We, the Bridgestone group, lend strength to our efforts to develop a sustainable society

# Environmental Activities / Products & services

Perspectives	Main activities / Products & services	
 自然と共生する	<ul style="list-style-type: none"> <li>Community Activities</li> </ul>	Contributing to preserving and recovering nature to protect the original ecosystem unique to each area
	<ul style="list-style-type: none"> <li>W-BRIDGE Project</li> </ul>	Joint Industry-academia project with Waseda University
 資源を大切に使う	<ul style="list-style-type: none"> <li>Non-pneumatic (Airless) concept tires</li> </ul>	The materials used in the tires are 100 percent recyclable <"cradle to cradle" process>
	<ul style="list-style-type: none"> <li>Retread Technology</li> </ul>	Cut the raw materials and energy by 1/3
	<ul style="list-style-type: none"> <li>Run-Flat system</li> </ul>	RFT rules out the need for spare tires, allowing vehicle manufacturers to reduce materials
	<ul style="list-style-type: none"> <li>Electronic Paper</li> </ul>	Requires no electrical power to maintain the image energy-saving and reduces the strain on the environment
<ul style="list-style-type: none"> <li>Zero landfill Activities</li> </ul>	All 58 sites in Japan and 4 sites in oversea	
 CO2を減らす	<ul style="list-style-type: none"> <li>CO2 reduction goals</li> </ul>	Global goal: Reduction of CO2 by 35 % from the company's total operations and also "after -use" to be achieved by 2020. (compared to a 2005 baseline)
	<ul style="list-style-type: none"> <li>Fuel Efficient Tires "ECOPIA"</li> </ul>	Improved fuel efficiency through reduced rolling resistance



Non-pneumatic tire (airless concept)



AeroBee (電子ペーパー)



## Biodiversity: The Ultimate Environmental KPI

We work to reduce our environmental footprint, such as materials, water and energy use, waste and air emissions.

But we should also work to improve our environment and measure the progress.

What is the ultimate measure of environmental performance?

- The quality of life, for all species on Earth.
- We want to live next to nature in a world thriving, not just surviving.

So what can we do about it?

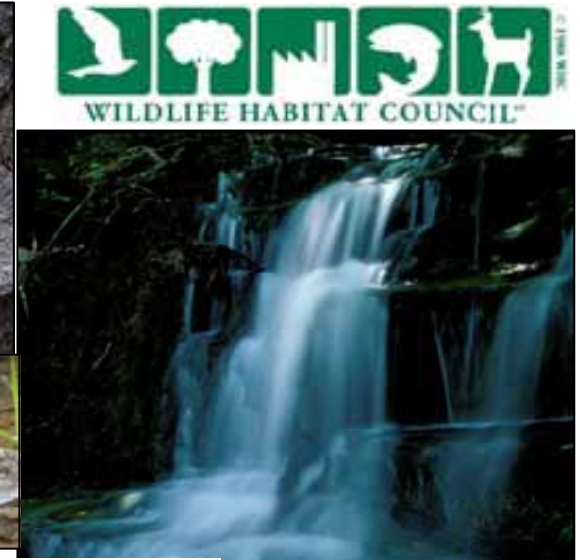
- Make our industry more efficient
- But also work on improving biodiversity in our own spaces and beyond.



# Ways Business Can Work to Conserve Biodiversity



Learning, Supporting Research



Community Partnerships



Planting Native Species



Protecting Critical Habitat



## Biodiversity KPI's

### Acres Conserved for Wildlife Habitat

- 12,000+

### Sites Certified by the Wildlife Habitat Council

- 10 and more to come

### Rare, Threatened or Endangered Species Assisted:

- American Chestnut
- Long Leaf Pine
- Indiana bat
- Delhi Sand Flower-Loving Fly
- Bluemask Darter

### Students educated

- Over 6,000

### Teammates Involved

- Thousands

### Money Saved

- TENS OF MILLIONS, through ecological restoration alternative cleanup remedies

### Hours of Teammate learning and enjoyment derived:

**COUNTLESS!**





Delhi Sands Flower-Loving Fly  
Ontario, CA

**One Team,  ne Planet.**

***BRIDGESTONE***