

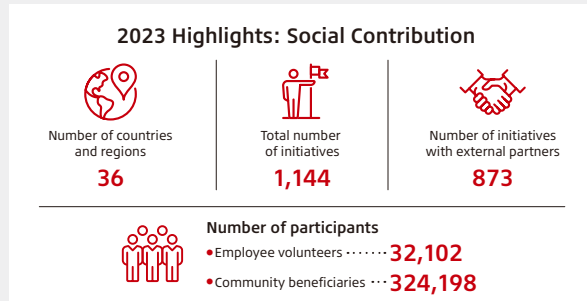
## In Harmony with Communities

Bridgestone is working to build trust with society through initiatives in harmony with communities globally. We aim to contribute to fundamental for sustainable creation and co-creation of social and customer value.

In 2023, Bridgestone has become a member of Business for Societal Impact (B4SI) and has embarked to visualize its social impact related to “the changes that happen to individuals, organizations and the company, in the short or longer-term, as a result of the activity” which is defined in “the framework of the corporate community investment” by B4SI.

We aim to further increase our positive impact and demonstrate the tangible results of our efforts that lead to building trust with communities. Also, through these social contribution activities, in line with their purpose and the creation of the eight Bridgestone-like values in the “Bridgestone E8 Commitment”, we are committed to building safer, and healthier communities and making education more accessible and inclusive for current and future generations.

In 2023, Bridgestone implemented a total of 1,114 initiatives\*1 in 36 countries, which includes 873 initiatives with external partners\*2, with 32,102 employee volunteers\*3, and reached 324,198 people\*4 from the communities.



\*1 Counting of “initiatives” varies by country or region.  
 \*2 Counting of “partners” varies by country or region.  
 \*3 The number of volunteers is the total number, including estimates for some activities.  
 \*4 The number of people who directly benefited from our activities, which varies by country or region and only includes those activities for which Bridgestone has confirmed the status.

Bridgestone has committed to global good practice through strategic alignment to B4SI’s Frameworks and standards which are applied by the world’s leading companies. We commend Bridgestone for their active commitment to social impact excellence underpinned by their grasp and commitment to B4SI, and we expect their continued and active engagement with others globally across the network of leading corporates, to enhance a shared commitment to the creation of a sustainable future.



**Clodagh Connolly**  
Global B4SI Director

## Activities Related to Road Safety

There were estimated 1.19 million road traffic deaths in 2021\*1. As a tire company, Bridgestone recognizes that road safety remains a universal concern. At the same time, it is an integral part of mobility system design, providing safety and peace of mind to communities. We believe it can leverage its strengths and make the greatest contribution.

In order to generate synergies from its global efforts, Bridgestone established the Bridgestone Road Safety Program (BRSP) in 2023. The Global Road Safety Partnership (GRSP), an international NPO specializing in road safety, has helped us in establishing the BRSP and creating the playbook, a practical guide for our employees. In 2023, with the cooperation of GRSP, we focused on setting indicators to assess the impact of these activities. We also participated in the Asia Pacific Regional Road Safety Seminar, co-hosted by GRSP and the Asian Development Bank, in the Philippines with key stakeholders to discuss further promotion of road safety. During the event, Bridgestone shared our journey of enhancing road safety actions, partnerships, and the case study.

In 2023, 105 initiatives\*2 related to road safety were implemented in 34 countries, including 67 initiatives with external partners\*3, involved 2,195 employee volunteers\*4, and reached 103,428 people\*5 from the communities. Of these, the impact of community benefits was assessed in 5 activities in 5 countries.

\*1 Source: WHO “Global Status Report in Road Safety 2023”  
 \*2 Counting of “initiatives” varies by country or region.  
 \*3 Counting of “partners” varies by country or region.  
 \*4 The number of volunteers is the total number, including estimates for some activities.  
 \*5 The number of people who directly benefited from our activities, which varies by country and region and only include those activities for which we have confirmed status.

### • The countries where road safety activities took place in 2023 (34 countries)



### ■ Bridgestone Global Road Safety Project (Thailand)

In partnership with AIP Foundation\*, the program provides solutions through initiatives such as improving road safety knowledge and behavior among students and teachers, cultivating Bridgestone Youth Champions for Road Safety, conducting school zone assessments, promoting infrastructure modifications, and empowering Bridgestone employees to become road safety advocates.

The program began in 2021 and has been expanding across Thailand.

\* AIP Foundation is a NPO that works to improve road safety, primarily vulnerable communities across Asia and Africa.

#### Output

- 242 students and teachers in 4 schools, 10,977 parents and community members benefited, 16 Road Safety Champions empowered, 2,000 social media outreach.

#### Impact in 2022-2023

- iRAP Star Rating\* improved from 2 stars to 3 stars  
- Road user risk management score, an indicator of the safety of local commutes to school improved from 13.31 to 19.88

\* International Road Assessment Programme (iRAP) is a registered charity dedicated to saving lives by eliminating high risk roads throughout the world. The Star Rating, developed by iRAP, is an objective assessment of the level of safety.

### ■ Think Before You Drive (Central and South America)

BSAM launched the "Think Before You Drive" program in 2005. Partnering with universities and government agencies, BSAM implements the program in various regions. The program aims to address the importance of road safety through educational initiatives and materials, community challenges emphasizing seatbelt use, tire maintenance, and safe driving practices. In 2022, BSAM developed "Think Before You Drive - Kids" for children ages 6 to 12, providing road safety tips and promoting safe behavior through online resources, including videos and games.

#### Output

- 74,000 students and families in Mexico, Costa Rica, Colombia, and Ecuador materials reached to since 2015  
- 3,000+ students in 7 schools learned in 2022 and 2023 through "Think Before You Drive - Kids"

#### Impact

- 100% employee volunteers felt confident in the level of road safety education delivered to children.

### ■ Bicycle Safety Workshop (Japan)

Since 2017, Bridgestone Cycle Co., Ltd., in collaboration with the local authorities and police departments, has been conducting bicycle safety workshop throughout Japan. The objective is to promote safe cycling practices for people of all ages, ranging from preschoolers to senior citizens, by tailoring the workshops to their respective life stages. At schools in Kurume City, BSC conducted Workshops on bicycle rules and proper helmet usage.

#### Output

- 75 workshops held, (4,000)+ participated (2023).

#### Impact

- Among the workshops held at schools where impact assessments were conducted, 100% of teachers provided positive feedback on the students' increased awareness.  
- 60% of teachers reported positive feedback on the students' changed behavior.

### ■ Project Sarthi (India)

Bridgestone India (BSID) has partnered with state-of-the-art driver training facilities in various states of India to address the critical issues faced by the trucking industry, such as a shortage of drivers and lack of formal training.

Through the initiative called "Project Sarthi" ("sarthi" meaning "the one who drives" in Hindi), BSID provides 30 days of free residential driving training, focusing not only on professional driving skills but also on soft skills for well-being and responsible road behaviors. BSID employee volunteers also offer training on tire maintenance, safety, and financial literacy. The program aims to develop heavy motor vehicle (HMV) skills and create opportunities for unemployed youth from socio-economically weaker sections of society.

#### Output

- 1,775 commercial drivers' skill upgrade and certification  
- 864 HMV drivers complete short-term refresher training

#### Impact

- 66% of trainees found employment with automotive companies.  
- 92% of drivers trained want to continue HMV driving as their profession



### ■ Green Camps Teach "Sicurezza" to Italian Youth (Italy)

The multi-faceted program, "Sicurezza [security] on the road" program in Italy addresses the road safety challenge among young people. The program includes Italian Red Cross (CRI) Green Camps, which provided full-day educational workshops for 8 to 17-year-olds. With the participation of employee volunteers, the camps focused on road safety and sustainability. Participants expressed their intention to prioritize vehicle control, condition, and tire maintenance when they drive in the future. The collaborative program with CRI and employee volunteers will continue in 2024.

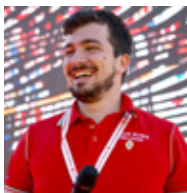
#### Output

- 240 "future drivers" in 8 locations were outreached in summer camps across Italy.
- Over 5,000 secondary school students learned about road safety.

#### Impact

- Fostering Bridgestone team pride and relationship with CRI

The partnership with Bridgestone will allow us to reach more and more people. The Toolkit for Road Safety drawn up with the technical support of Bridgestone will help to expand the knowledge of volunteers on methodologies for road safety education. This partnership makes us more prepared to face future road safety challenges.



**Edoardo Italia**

VP Italian Red Cross and Italian Representative of the Red Cross's Young Volunteers

## Other Initiatives

Bridgestone creates the eight values of the "Bridgestone E8 Commitment" through various social contribution activities that respond to the challenges and needs of each local community. For example, believing that education is essential for improving people's quality of life and developing their professional skills, we support inclusive and accessible education in the local communities in which it operates. With a particular emphasis on primary education and technical and vocational training, we apply our strengths in tire manufacturing and sales to offer a variety of training programs that foster the next generation of automotive maintenance professionals.

Also, as the World Health Organization (WHO) notes that it is important to address health improvement according to the needs of each country and region, Bridgestone improves the sustainability of communities by contributing to efforts to improve local health conditions and to create a culture of healthier lifestyles.

Additionally, we view the support of regional communities affected by natural disasters to be part of its social responsibility. We will continue to provide a variety of reconstruction assistance based on disaster conditions and needs in the stricken areas. We sincerely hope for a swift recovery of the people and areas affected by disaster.

[Community](https://www.bridgestone.com/responsibilities/social/community/)

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## Impact on Employees

Bridgestone believes employees who participate in social contribution activities will foster a sense of belonging to Bridgestone and their local community. Employees can expect to feel empowered and improve their well-being through these activities. In 2023, as a trial, we conducted impact assessments on employees in 14 activities in 9 countries. Among the 241 employees assessed, approximately 82% felt a stronger sense of belonging in Bridgestone after participating in social contribution activities, and 88% felt a stronger sense of belonging in the community. 88% of them perceived positive changes in their skills applicable to work, attitudes and behavior in life, and their own well-being.

### Impact on Teammate

**241** employees assessed in **14** activities in **9** countries  
(Results as of December 4th)



**82%**

teammates show positive changes in understanding and attachment to the **Bridgestone**



**88%**

teammates show positive changes in understanding and attachment to the **community**



**88%**

teammates show positive changes in **attitudes, behavior and/or skills**