



**In Harmony with Nature  
Promoting Biodiversity Program**

**ACTIVE8**

**I'M BRINGING THE BRIDGESTONE  
E8 COMMITMENT TO LIFE**

# Bridgestone In Harmony with Nature Promoting Biodiversity Program

**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.



**One Team, One Planet.**

**BRIDGESTONE**



**BRIDGESTONE  
IN HARMONY WITH NATURE**  
Promoting Biodiversity Program

The Promoting Biodiversity Program supports the company's *Our Way to Serve* commitment to help ensure a healthy environment for current and future generations by recognizing facilities working to be in harmony with nature.

**Bridgestone seeks biodiversity leadership at its sites around the world.**

**Creative work in biodiversity programs can include conservation efforts, education programs or microhabitats maintained on-site, among others.**


**Recognition for participating facilities**

★★★ **GOLD**  
★★ **SILVER**  
★ **BRONZE**

**Nominations from the previous year are due March 31.**  
\*As an exception, nominations from 2018 are due April 30, 2019.

For more information, please contact your local Environmental team.

**BRIDGESTONE**



In Recognition of  
Exceptional  
Performance  
Supporting  
Bridgestone's global  
objective

**In Harmony with Nature**

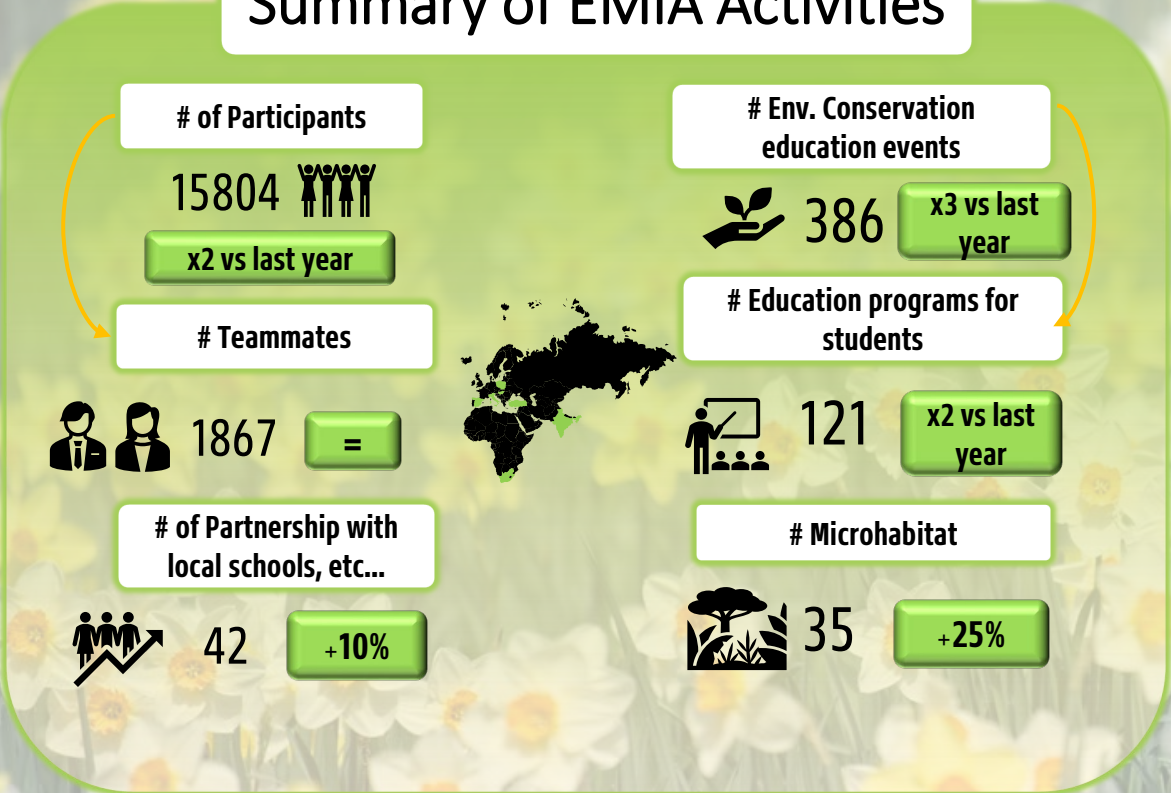


**Ecology**

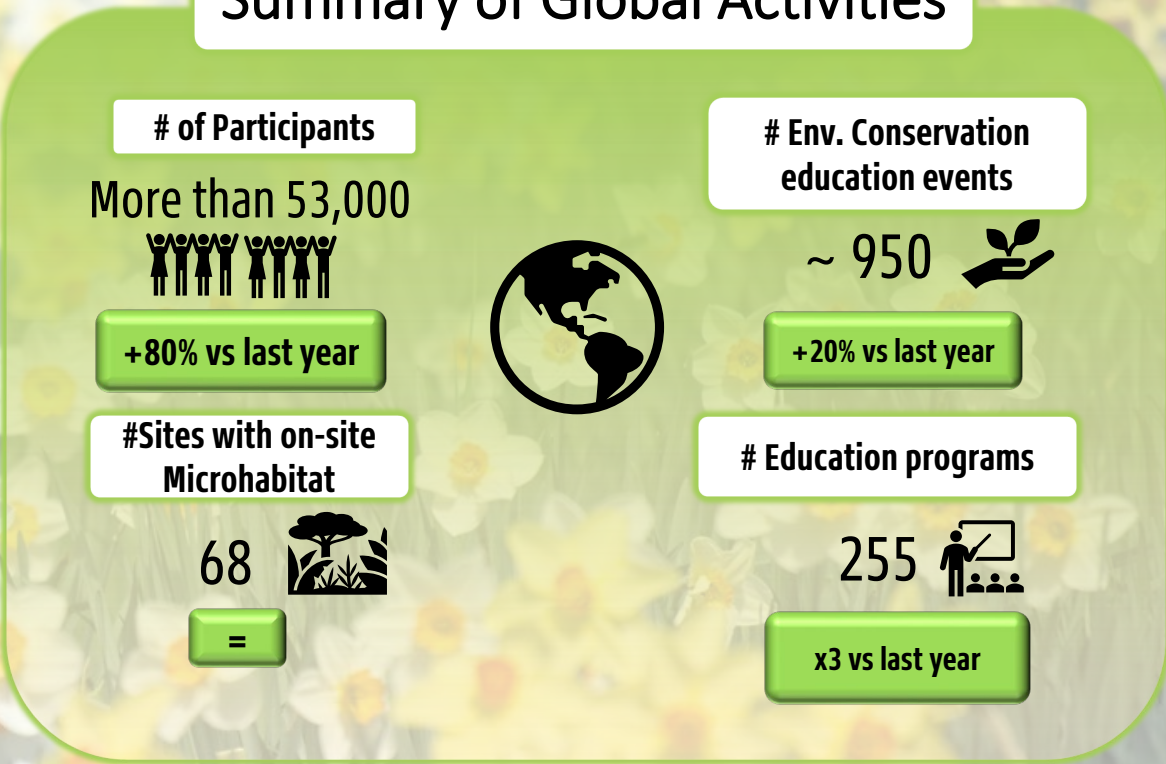
Committed to advancing sustainable tire technologies and solutions that preserve the environment for future generations.

# KPIs 2023

## Summary of EMIA Activities



## Summary of Global Activities



## EMIA Communication





# BURGOS

## We Forest project

- Reforestation project of old stone quarry
- Partnership with local government
  - Participants: workers, family & friends
  - 200 trees (native species)



Fecha límite de inscripción,  
Miércoles 23 de marzo



Sábado 26 de marzo  
de 10:00h. a 18:00h.

## Planta un árbol con nosotros

Restauración de parcela de antigua cantera en el entorno rural de Quintanar de la Sierra con motivo de la celebración del Día Internacional de los Bosques 2022 promovido por las Naciones Unidas

DISFRUTA DE UNA AGRADABLE JORNADA EN COMPAÑÍA DE TUS FAMILIARES Y AMIGOS.

Descarga las Bases desde este QR o escríbenos a medioambiente.burgos@bridgestone.eu y te las enviaremos



DIARIO DE BURGOS (LOCAL NEWSPAPER)

MEDIO AMBIENTE | PLANTACIÓN DE 200 ARBOLES

### Bridgestone reforesta una antigua cantera de piedra arenisca en Quintanar

DE / BURGOS

Medio centenar de familias, amigos y empleados de la filial de Burgos de Bridgestone de Burgos plantaron el sábado 200 árboles en una antigua cantera de piedra arenisca en Quintanar de la Sierra sobre una superficie de 1.000 metros cuadrados. Además, en cada árbol, entre los que se encuentran pinos y robles, se colocó un identificador con el nombre de las personas que colaboraron en su plantación para que puedan comprobar cómo crece en sus próximas visitas.

El principal objetivo de la iniciativa pasó por lograr una muestra del sostenido del terreno, de la biodiversidad y del paisaje. Pero además de tratar de una jornada especialmente beneficiosa para el medio ambiente, también sirvió para que los asistentes conocieran las distintas especies que habitan en el entorno. Y, por otro lado, también se aprovechó para impulsar los valores éticos y culturales de la zona con una visita guiada al Hornos de Matasa, destinado a la elaboración de paja, por parte de la Cabanía Real de Carreteras.



Medio centenar de familias, amigos y empleados de Bridgestone participaron en la jornada. (1)

## Sustainable Christmas

- Postcards Christmas contest + Solidarity campaign
- Participants: workers, family & friends

## CONCURSO DE NAVIDAD

III Concurso POSTALES Navideñas Mr. Waterstone

Tema: "La Navidad sostenible de MR Waterstone"

Dirigido a niños de 3 a 12 años, familiares, allegados y amigos de trabajadores de la Planta Bridgestone de Burgos.



FANTÁSTICOS PREMIOS PARA TODOS

Dirigido a niños de 3 a 12 años, familiares, allegados y amigos de trabajadores de la Planta Bridgestone de Burgos. Fecha límite de entrega de los trabajos: 15 de diciembre de 2021.



Dirigido a niños de 3 a 12 años, familiares, allegados y amigos de trabajadores de la Planta Bridgestone de Burgos. Fecha límite de entrega de los trabajos: 15 de diciembre de 2021.



## ECORESPONSABLES WEBSITE

ODS15. Los hijos de los trabajadores de la planta de Bridgestone construyen hoteles para los insectos

La iniciativa está enmarcada dentro del compromiso EB de Bridgestone que establece ocho valores para lograr un mundo más sostenible



Los hijos de los trabajadores de la planta de Bridgestone construyen hoteles para los insectos. (1)



## Microfauna hotel

- Installation of 2 rooms (hotels) for the nesting of beneficial insect species (Pollination, pest control...)
- Partnership with environment association
  - Participants: workers, family & friends



## Europe sustainability week

- Promotion of the European week of sustainable mobility
- Participants: workers



# BILBAO & USANSOLO



## Bicietada Bilbao 2022

- To promote sustainable mobility
- Collaboration with "fundacion syndrome de down"



## Green power car race

- To promote green engineering and ecological awareness

## Circuito Greenpower Iberia **Bridgestone**

Campeonato internacional de vehículos eléctricos

Inspiramos a los jóvenes a sobresalir en ciencia, tecnología, ingeniería y matemáticas (STEM) a través de un desafío único: diseñar, construir y competir con un automóvil eléctrico.



# BRISA: AKSARAY & IZMIT

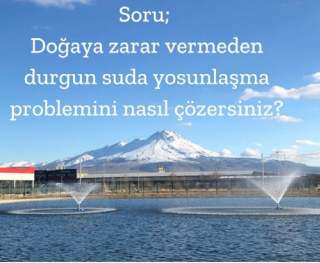
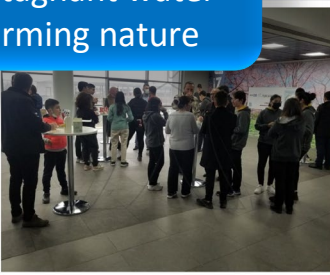
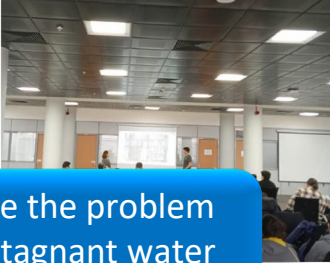
## Sensibilization campaign and 500 Sapling Plantation



Daha sürdürülebilir bir dünya için

BRİMİZ

How to solve the problem of algae in stagnant water without harming nature



Soru;

Doğaya zarar vermeden durgun suda yosunlaşma problemini nasıl çözersiniz?

Kazanan proje; Yüzen adacıklar

## BRİMİZ HEPİMİZ İÇİN

"Plastiksiz Temmuz" Sürdürülebilir Bir Dünya için

### Doğal kaynaklarımızı korumak için geri dönüşümü destekle!

Plastiksiz Temmuz hareketimize sen de katıl! Ağustos ayının sonuna kadar, ofise getireceğin her bir plastik atık ile hem doğaya hem de topluma fayda sağlayacağını unutma.

Plastik atıklarını ofise getir.

Kırma makinesi ile geri dönüştürelim.

Brisalı bursiyerlere katkı sağlayalım.

Pet şişe kapaklarını ofise getir.

Omurluk Felçileri Derneğine elektrikli sandalye olarak geri dönsün.

Getirdiğin plastikleri teslim etmek için İzmit Fabrikamızda Nazlı Elif Üstüntay ve Ezgi Yılmaz ile Altınözde Ofisimize, Bursa'da ise Aksaray Fabrikamızda ulaşabilirsin.

## BRİMİZ HEPİMİZ İÇİN

Bugün doğa ve dayanışma için

Doğal kaynaklarımızı korumak ve topluma fayda sağlamak için geri dönüşümü destekle!

Neredeyiz?

260 kg plastik atık

= 3 öğrenci bursu



Nereye varmak istiyoruz?

900 kg plastik atık

= 10 öğrenci bursu



Plastik atıklarını aşağıdaki alanlara getirebilir, aklına takılan sorular için ilgili kişilere ulaşabilirsin.

Izmit: 2 no'lu kapı önü - Nazlı Elif Üstüntay  
Aksaray: Aksaray Fabrika turnike girişleri - Sinan Dağlıoğlu  
Altınözde: Brisa ana giriş kapısı - Buğra Işın

Plastic free announcement



Storybook on Nature Conservation and Environmental Best Practices



Kocaeli Büyükşehir Belediyesi'nin düzenlemiş olduğu

Atık malzemelerden yapılmış müzik aletleriyle @fungistanbul @marmarahepimizin etkinliğinde



Kitchen Gardening workshop organized with schools and BSID Employees

## BSID: INDORE & PUNE



Environmental education activities with students



Painting activity at the butterfly garden site



Bird Watching activity at butterfly Garden site for BSID Employees



Drawing workshop organized for school community and celebration of big butterfly month 2022

# STARGARD



Art competition for employees' children



Bird feeders



Promotion of the bicycle as an everyday one means of transport for everyone, activities about safety on the road and first aid presentations.



Boards with pro-environment slogans in local park



Ecological picnic



# POZNAN



## Biodiversity calendar 2022

To promote CSR activities, inclusion of all eco-activities supplied to each department of the plant



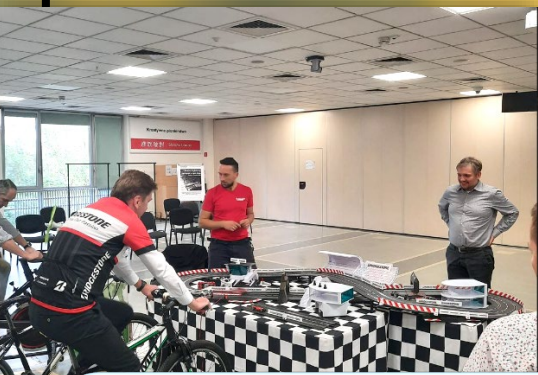
## "PLAY GREEN" workshops 4<sup>th</sup> edition (since 2018)

Creating hotels for insects, using old flowerpots, drink containers or metal cans.

- 11 schools,
- 250 hotels for insects,



Raising awareness in the field of environmental protection and first aid among the young generation



## Sustainability day

Opportunity to race and recharge the battery thanks to the energy generated by stationary bikes.

- 100 employees took part



## Nest boxes for birds

• 60 new nesting boxes on the trees.  
Located in the neighboring forest, very close to PZ plant.



It give the opportunity to observe the fascinating bird's world



## Forest Acorns planting - BP4N group

- Total of 14000 acorns planted
- 23 employees
- Additional hectare of forest has been planted in 5 hours



# TATABANYA



## Birds and trees day



Games and education to future generation to emphasize the importance of trees and birds



178 participants



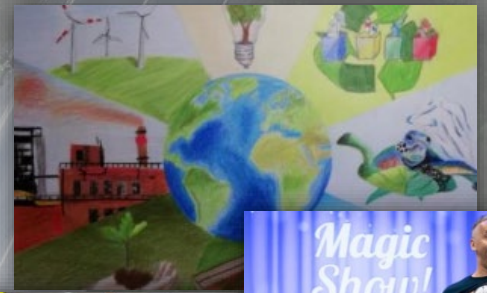
## Drawing competition - Planet day



Event with kid programs, magic show



33 participants



## Sustainability Education



54 participants



## Opening day - Climatechange



Competition in the library, questionnaire, games and discussions.

Show E8 commitment



25 participants