

The Sumitomo Rubber Group promotes CSR activities under the assumption that not only should efforts be made to raise economic value, but that it is essential to enhance social value as well. These endeavors are undertaken in order to realize sustainable growth and the creation of value, as stated in the Group's Long-Term Vision.

## Promotion and Vitalization of CSR Activities

In February 2008, the Sumitomo Rubber Group established the CSR Activities' Fundamental Philosophy with the aim of further strengthening its CSR operations. Based on the philosophy underlying the implementation of its G-E-N-K-I activities—which proactively contribute to the environment and communities—in order to become a trusted corporate citizen and part of a sustainable society, the Group is promoting five action guidelines that include: “Green: Green initiative”; “Ecology: Ecological process”; “Next:

Next-generation product development”; “Kindness: Kindness to employees”; and “Integrity: Integrity for stakeholders.”

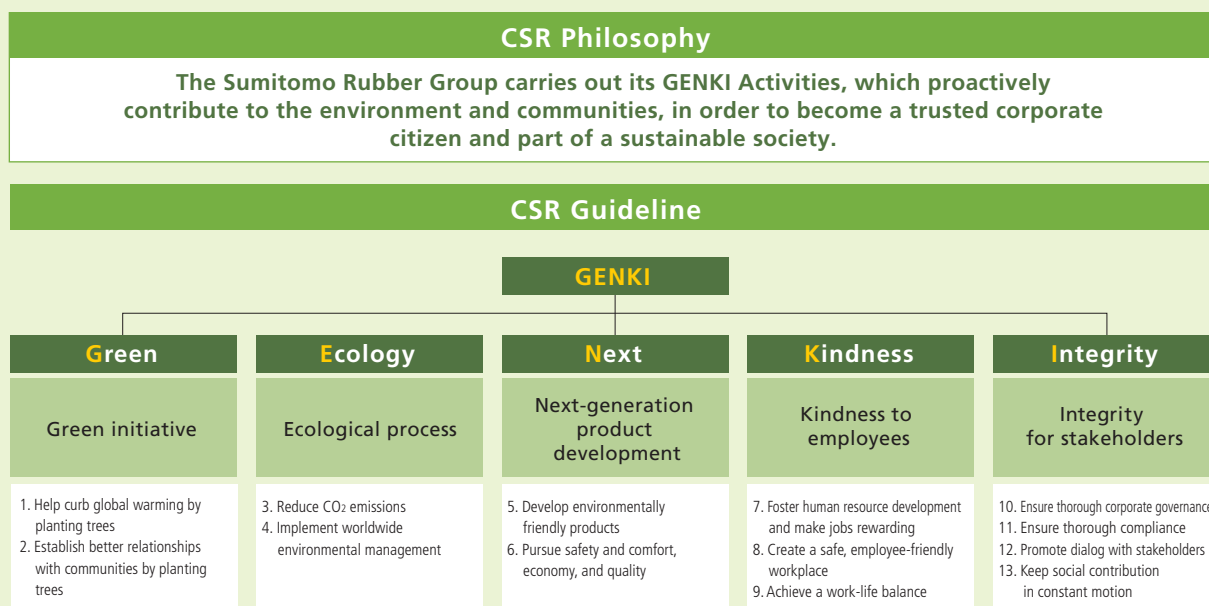
In addition, the Group has established the CSR Promotion Office in July 2008 as a dedicated entity to build a structure for CSR management. The CSR Promotion office strives to enhance the vitality of contributions to the Group's CSR activities, including employee education and information disclosure outside the Group.

When promoting CSR activities, the Group emphasizes the importance of facil-

itating communications with stakeholders both inside and outside the Group. To that end, the Group is striving to deepen cooperation with various organizations and autonomous bodies in local communities, while asking for opinions from external professionals with regard to CSR activity content and process.

Through dialogue with its stakeholders, the Sumitomo Rubber Group recognizes the role that society expects it to perform. The Group will therefore continue to carry out its unique CSR activities.

### ► FUNDAMENTAL PHILOSOPHY OF THE SUMITOMO RUBBER GROUP'S CSR ACTIVITIES





## CSR Topics

### Factory in Thailand Receives the 3R Promotion Council Chairman's Award

On October 23, 2009, Sumitomo Rubber (Thailand) Co., Ltd. received the Chairman's Award from the Reduce, Reuse & Recycle (3R) Promotion Council. This award was presented in recognition of efforts made to achieve notable results in its 3R initiatives.

In November 2006, Sumitomo Rubber (Thailand) commenced the production of automobile tires. In 2007, as part of its activities that focus on the establishment of environmental systems and rules, the company moved to manage waste storage spaces, standardize waste separation methods that had differed according to each manufacturing process, and

audit and select a recycling company. Owing to its efforts in various activities, Sumitomo Rubber (Thailand) succeeded in cutting its landfill waste from 83 tons to zero in 2008, while reducing CO<sub>2</sub> emissions by approximately 11,000 tons. The company also donates to local communities a certain percentage of profit made on the sale of recyclable waste. In addition, the company proactively conducts local environmental improvement activities, including the donation of collected paper containers to volunteer groups and tree-planting on nearby idle land. Sumitomo Rubber (Thailand) makes ongoing efforts to implement these activities.



### Establishment of the Eco-First Promotion Council to Promote Environmental Preservation Activities

In March 2009, in accordance with the Eco-First Program established by the Ministry of the Environment, Sumitomo Rubber Industries made an "Eco-First Commitment" to the Environment Minister for the implementation of the Group's environmental preservation activities. On December 9 of the same year, Sumitomo Rubber industries was one of 23 environmentally advanced companies that founded the Eco-First Promotion Council in what was a further declaration that they would promote environmental preservation activities. Acknowledged by the Ministry of

the Environment as Eco-First Companies, these 23 companies established this council in pursuit of the steady implementation of each Eco-First Commitment made to the Environment Minister. The Eco-First Promotion Council also aims to develop the Eco-First Program by promoting strong environmental activities that are both advanced and unique, and to implement them steadily. Simultaneously, the Council reinforces collaboration with environmental authorities as well as between Eco-First Companies.



### Kakogawa Factory Receives the Environment Minister's Award for Its Global Warming Prevention Activities

The Kakogawa Factory's efforts to drastically cut greenhouse gases and to promote other environmental preservation activities were awarded the 2009 Environmental Minister's Award for Global Warming Prevention Activities.

Under the Kakogawa Factory Environmental Policy, the Factory established the Factory Environment Administration Committee headed by the factory manager, and made every effort to carry out environmental preservation activities. Accordingly, the Kakogawa

Factory reduced total CO<sub>2</sub> emissions by 49% and CO<sub>2</sub> emissions per unit by 55% over three years, from 2006 to 2008. Furthermore, it was hugely successful in reducing the volume of organic solvents, industrial waste and industrial wastewater. This reward was presented in recognition of these accomplishments.

The Kakogawa Factory also received an award for excellent energy management and the contributions it had made in improving the spread of energy management practices in different industries.



For details of the Group's CSR activities, please read the Sumitomo Rubber Group CSR Report. It is also available on the Group website.

<http://www2.srigroup.co.jp/english/index.html>



## Promotion of the One Million Trees Project for Local Forests

Setting up “Green” as one of the guidelines of its CSR Activities’ Fundamental Philosophy, the Sumitomo Rubber Group is promoting a tree-planting campaign at both domestic and overseas bases as well as in local communities.

In 2009, on the occasion of its 100th anniversary, the Group commenced the One Million Trees Project for Local Forests aiming to plant one million trees over the next 20 years by further expanding existing tree-

planting activities. In particular, the Team ENASAVE Campaign, in which the Group plants one mangrove tree for each customer's purchase of a set (four tires) of ENASAVE fuel-efficient tires, resulted in the planting of 137,424 mangrove trees in Thailand during the fiscal year under review. The One Million Trees Project for Local Forests has been carried out at business sites and other regions around the world at a pace exceeding the initial plan.

### ▶ PROGRESS OF THE ONE MILLION TREES PROJECT (Trees)

	2009 Cumulative Result	2029 Target
Acorn Project	23,265	400,000
Mangroves	137,424	330,000
Domestic Site Forestation	14,749	200,000
Overseas Site Forestation	31,226	70,000
Total	206,664	1,000,000

## Implementation of the First CSR Recognition Commendation

The Sumitomo Rubber Group established the CSR commendation system to deepen understanding and appreciation of CSR activities by recognizing the achievements of individuals and workplaces, and to expand the scale of these activities.

All subsidiaries, workplaces and employees of the Group are eligible to receive awards. The Group set up two sections: “Workplace” and “Individual,” under the two categories of “Environmental Contribution” and “Social Contribution,” widely screening CSR activities of the entire Group based on recommendations by contributors themselves or other people.

In accordance with stringent criteria for selection, including activity continuity and results, the Group selected five recipients for the Top Excellence Award, six for the Excellence Award and nine for the Incentive Award. The awards ceremony was held in December 2009 for the Top Excellence and Excellence Awards, and the winner of the Workplace Award section and the Individual Award section received their awards from the president of Sumitomo Rubber Industries.

The Group will continue its CSR recognition commendation activities.



## The Sumitomo Rubber Group Receives the Incentive Award for Its Company-NPO Business Collaboration

In December 2009, Sumitomo Rubber Industries, together with the non-profit organization, Kobe Empowerment Center, received the Incentive Award for Company-NPO Business Collaboration from Hyogo Prefecture. This was in recognition of the results produced from its ongoing dialogue and collaboration with this organization. This partnership first began in 2008 when the Group made requests to the Kobe Empowerment Center that included support in setting

up an office for the disbursement of excess equipment from the establishment of the new Tyre Technical Center. It also requested information about volunteer work as well as staff and lecturers for volunteer seminars. In addition to providing information on volunteer activities, the establishment of Sumitomo Rubber Industries’ CSR Fund in July 2009 spurred an exchange of opinions about the subsidy system, among other ongoing dialogues and business collaboration efforts.



## Dialogue with Stakeholders

In order to receive reviews and opinions on its CSR activities from the viewpoint of stakeholders and to reflect this feedback in future activities, the Sumitomo Rubber Group held a dialogue with stakeholders. To that end, we asked for opinions from Ms. Yukiko Furuya, a Board Member of the Nippon Association of

Consumer Specialists, in December 2009 with regard to the role of CSR activities from the perspective of consumers, and Professor Kanji Tanimoto (on the right in the photograph) of the Graduate School of Commerce and Management, Hitotsubashi University, in January 2010 regarding CSR management.

