

Value Driver ③

Promoting ESG Management

Passed down through generations over the 400-year history of Sumitomo, the Sumitomo Business Spirit still lives on throughout the business activities of the Sumitomo Rubber Group.

The Sumitomo Business Spirit includes the idea that “a company should appreciate the importance of not only economic value, but also societal value.”

In our Tire Business, the Sumitomo Rubber Group will continue working to provide tires that feature superior performance in terms of safety and fuel efficiency, manufactured using raw materials that feature reduced environmental impact, alongside peripheral services that bring together tires and various digital tools.

Through these efforts, we will also contribute to the achievement of SDGs by striving to ensure greater safety for all, to promote sustainable supply chains and to improve energy efficiency toward combating climate change and taking a step toward the

realization of a low-carbon society.

Toward these ends, we will engage in even more active efforts to advance our SMART TYRE CONCEPT and promote our “Sustainable Natural Rubber Policy,” which aims to achieve sustainable procurement of natural rubber (one of the most important raw materials in tires) for the sake of future generations.

In our Sports Business (Golf, Tennis, Fitness, etc.), we will contribute to the achievement of SDGs by working to promote greater physical and mental health for people of all ages.

In our Industrial and Other Products Business, we will contribute to the achievement of SDGs through such products as our rubber parts for medical applications and vibration control dampers, working to promote greater health for all by supporting the field of medicine while aiding in the creation of safer cities that are more resilient to natural disasters.



Promoting Efforts to Achieve SDGs through Our Business Activities



Tire Business



エナセーブ NEXT III
ENASAVE NEXT III

SMART TYRE CONCEPT

We are working to develop tires that fulfill the safety, environmental and other performance requirements of the Mobility Society of the Future by fully harnessing our 3 Core Technologies: technology that supports safety, technology that contributes to the environment, as well as the simulation and analysis technology that supports our overall R&D efforts.

At the same time, we will strive to create new Economic Value and Societal Value by adapting to the needs of CASE, MaaS and other new innovations that are transforming the automotive industry while providing new solutions services that fully utilize cutting-edge digital technology and more.

SNR (Sustainable Natural Rubber) Policy

With global demand for tires expected to grow alongside the development of the mobility societies of the future, there is now growing concern about the myriad problems that may arise from increased demand for natural rubber, such as environmental destruction caused by deforestation in producing regions or human rights violations associated with poor working conditions along the supply chain. In response to these concerns, the Sumitomo Rubber Group has established our own “Sustainable Natural Rubber Policy” with the aim of making natural rubber a sustainable resource for the future.

Developing Reduced Odor Natural Rubber & Improving Productivity

After identifying the factors that cause natural rubber to emit an odor, we have successfully developed “Reduced Odor Natural Rubber” at our group’s rubber plantation in Thailand. At the same time, we are also actively engaged in research to accelerate the growth of rubber trees and increase yields, taking full advantage of our in-house rubber plantation to promote productivity improvements on the supply side.

Sports Business



Advancing Technologies to Provide Lightweight Clubs with High COR

The Sumitomo Rubber Group hopes to enable more and more people to enjoy sports while maintaining good health for longer. And so, we have been pushing forward with the development of lighter golf clubs that feature a higher COR (coefficient of restitution) so that even golfers with declining physical strength can still swing the club and achieve carry distance with relative ease.

High-Durability Tennis Balls

Hard tennis balls can be considered consumable goods, as the air inside of tennis balls gradually leaks out during use, changing how the balls bounce over time. By developing and manufacturing tennis balls that suppress air leakage, we aim to reduce the environmental impact of our tennis balls by reducing the frequency with which they are disposed of and replaced.

Preventive Care through Functional Training Service

As part of our Wellness Business, we offer a range of preventive care programs for seniors, including exercises to prevent falls and the onset of dementia, through our “Wellness Park” day service, which provides exercise regimens with a focus on maintaining motor skills and other forms of functional training. Through these programs, we are contributing to improvements in QOL (quality of life) for senior citizens.

Industrial and Other Products Business



MIRAIE Vibration Control Units for Detached Housing

MIRAIE efficiently absorbs the vibration caused by earthquakes thanks to our proprietary High-Damping Rubber Technology, which uses a specialized rubber compound designed to rapidly convert seismic energy into heat energy.

Rubber Parts for Medical Applications

Bringing together rubber technology developed over our many years in the business and clean technology, the Sumitomo Rubber Group provides high-quality rubber parts for medical applications to support greater health and wellbeing for all.

Shared Groupwide Efforts

Drafting Greenhouse Gas Emissions Reduction Targets toward Full Participation in the SBT Initiative

As part of our efforts to combat global warming, we are now in the process of drafting new targets for reducing greenhouse emissions toward gaining recognition as a full participant in the Science Based Targets (SBT) Initiative. By working to achieve even more ambitious greenhouse gas emission reduction targets than the figures that we have promised to the Ministry of the Environment as a designated “Eco-First Company,” we will continue to contribute to the realization of a low-carbon society to stem the tide of climate change.

Basic Policy Measures

Governance / Talent Cultivation / Workplace Environment

- Instilling the Sumitomo Business Spirit
- Promoting Work Style Reform
- Cultivating Global Talent
- Promoting Health & Productivity Management



*1 We were certified as one of the 40 companies in the “2020 Health & Productivity Stock Selection Program,” where companies that make strategic efforts to consider employee management from a managerial perspective are jointly selected and announced (in principle, one company from each industry) by the Ministry of Economy, Trade and Industry and the Tokyo Stock Exchange.
*2 We were certified in the “Certified Health and Productivity Management Organization Recognition Program 2020- White 500,” in recognition of the Company’s efforts to prevent lifestyle-related diseases and other illnesses and promote good health through regular health checkups and specific health guidance, jointly announced by the Ministry of Economy, Trade and Industry and the Nippon Kenko Kaigi.
*3 We obtained the “L-boshi Certification (second level),” which is awarded by the Minister of Health, Labour and Welfare to employers with excellent performance in promoting women’s participation and career advancement.