

Sustainability Promotion System

Sustainability Activity Promotion System

As a member of society, the Sumitomo Rubber Group aims to become a corporate group that is trusted by society and desired to survive by fulfilling its corporate social responsibilities for building a better society.

In order to actively develop sustainability activities through the entire company toward this goal, we think it is important for each employee to deepen their understanding of the activities in line with the "Basic Principles of Activities" and practice them in their own work and voluntary activities, and we are focusing on creating a system.



History of Activities for Promotion

2021	<ul style="list-style-type: none"> ● Disclosed Long-Term Sustainability Policy "Driving Our Future Challenge 2050" ● Publicly announced our support of recommendations from the Task Force on Climate-related Financial Disclosures (TCFD) ● Included in the FTSE4Good Index Series and FTSE Blossom Japan Index, two prominent indices for ESG investment ● Acquired "Silver" rating under the PRIDE Index 2021 rating program designed to assess the level of initiatives undertaken by businesses to protect the rights of sexual minorities ● Hit record highs in both the annual number of beneficiaries of the Sumitomo Rubber Industries CSR Fund and the total amount of subsidies offered
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2020	<ul style="list-style-type: none"> ● The Sumitomo Rubber Group Report was issued as an "Integrated Report" ● Elected for the first time for "Health Management Brand 2020" as a company that promotes health and business management and is strategically working on health management ● Established targets for the ratio of female managers and enhanced work-wife balance systems, and certified as an excellent company "L-boshi (3rd Level)" on the basis of the Act on Promotion of Women's Participation and Advancement in the Workplace ● Successfully emerged endangered Omurasaki at Okayama Tire Proving Ground
2019	<ul style="list-style-type: none"> ● CSR award with the most applications
2018	<ul style="list-style-type: none"> ● Published Group Report with Annual Report and CSR Report combined in one book ● CSR award with the most applications
2017	<ul style="list-style-type: none"> ● Held CSR procurement briefings for business partners ● Omurasaki (endangered butterfly) was found in the Okayama Tire Proving Ground and promoted conservation activities
2016	<ul style="list-style-type: none"> ● Due to the protective proliferation of Denjisou (quasi-endangered perennial grass), it was partially taken over by the Kobe City Environment Bureau and replanted to a local pond ● Conducted the dialogues with stakeholders abroad at first time (Malaysia Factory)
2015	<ul style="list-style-type: none"> ● Implemented CSR procurement briefings ● Conducted the first thinning in Tamba GENKI Forest (Hyogo Prefecture)
2014	<ul style="list-style-type: none"> ● Secured the 10th and 11th GENKI forests (Kanemidake Shiki Forest (Miyazaki Prefecture) and Kawanishi Kunisaki Forest (Hyogo Prefecture)) ● Transplanted 125 "Fujibakama" that are quasi-endangered species and cultivated in the Kakogawa Plant (Kakogawa City, Hyogo Prefecture) to the Kakogawa Riverbed
2013	<ul style="list-style-type: none"> ● Launched "Team ENASAVE Future Project", a collaborative project with the National Federation of UNESCO Associations in Japan ● Eco-First Kansai (9 companies) carried out foreign fish extermination in Lake Biwa
2012	<ul style="list-style-type: none"> ● Formulated medium-term vision ● Held seminars on activity promotion for business partners
2011	<ul style="list-style-type: none"> ● Held briefings on activity promotion for business partners ● Conducted surveys for business partners CSR activities ● Continued dialogues with stakeholders
2010	<ul style="list-style-type: none"> ● Revised the procurement guidelines (Added CSR procurement category) ● Started CSR Fund Grants ● Implemented dialogues with stakeholders
2009	<ul style="list-style-type: none"> ● Established Sumitomo Rubber Industries CSR Fund ● Eco-First company certification ● Implemented dialogues with stakeholders
2008	<ul style="list-style-type: none"> ● Established basic philosophy for activities ● Established CSR Promotion Office ● Established CSR Commendation System ● Started Acorn Project ● Started collaboration with NPO