

## 10. Social Contribution Activities

### 10-1 : Honda's Social Contribution Activities

Since its founding, Honda has provided society and customers with a variety of joys by creating quality products and technologies. In the 1960s, while the Company was still in a period of early growth, Honda began to launch philanthropic initiatives designed to strengthen ties with local communities, based on its idea that a company must be rooted in and integrated with the local community.

Currently, Honda undertakes various social contribution activities in the seven regions in which the Company conducts operations worldwide, aiming to share joy with people all around the world and to be a company society wants to exist. Honda also strives to support initiatives that reflect local circumstances in its corporate activities. Honda will continue to pursue various social contribution activities while communicating with customers and local residents.

### 10-2 : Basic Approach

In 1998, Honda devised the Philosophical Basis and Principles of the Honda Philanthropy for its social contribution activities. Thereafter, in 2006, the Company formulated its Global Policy for Social Contribution Activities to make a unified effort with the aim of creating future societies in which everyone can pursue their dreams. Since revising the policy in 2018 in response to a changing environment, Honda has been engaging in activities to realize its 2030 Vision to "serve people worldwide with the joy of expanding their life's potential." Based on its fundamental principles of "Respect for the Individual" and "the Three Joys," Honda seeks to improve the quality of people's daily lives around the world. In order to share this joy, the Company hopes that its associates will strive to accelerate their initiatives worldwide.

### 10-3 : Major Activities

#### Japan [Protecting the Global Environment]

##### Honda Beach Cleanup Project Implemented by the Honda Group Across Japan

In 2006, Honda launched the Honda Beach Cleanup Project, which was based on the desire to ensure that the next generation will be able to experience the joy of walking barefoot on sandy beaches. The project utilizes the Beach Cleaner, which Honda originally developed based on a desire to use its technologies to find a solution to clean the trash that ends up washed ashore. In 2022, we marked the 16th year of this project. In 2022, although still affected by the COVID-19 pandemic, the project was conducted in 17 locations (17 prefectures) throughout the country. Originally initiated by Honda associates and ex-associates, the project has now expanded its circle of cooperation to include the Honda Group as a whole and local residents across the country, with more than 7,000 participants per year. To date, the project has been conducted 406 times on beaches throughout Japan, and the total amount of trash collected has reached approximately 520 tons.



Honda Beach Cleaner that can dig up and collect trash in the sand.

#### North America [Supporting Our Youth for the Future]

##### Educational Support for Students of Color

For over 30 years, American Honda Motor Co., Inc. (AHM) has supported the success and dreams of Historically Black Colleges and Universities (HBCUs) students through initiatives including the Honda Campus All-Star Challenge and Honda Battle of the Bands. These programs provide unforgettable experiences and opportunities for HBCU students, including meeting and networking with peers from other HBCU schools. AHM has impacted the lives of more than 200,000 students and in FY2023, awarded more than USD 450,000 (over USD 14 million to date) in grants in support of HBCU education programs and facilities improvements. AHM also has partnered with the Thurgood Marshall College Fund to provide annual scholarship fund to support HBCU students pursuing an education in engineering, supply chain management and manufacturing-related fields.



HBCU students



#### South America [Promoting Traffic Safety]

##### Initiatives for Traffic Safety Workshops in Chile and Peru

Honda Motor de Chile S.A. has offered free motorcycle safety driving workshops in the city of Santiago, featuring motorcycles and safety equipment backed up by professional instructors to promote traffic safety among residents. In FY2023, seven volunteers from Honda provided guidance to 1,384 people. The activities involved were live-streamed via social networking sites and received 5,791 'Likes.' Honda also conducted a motorcycle drive safety seminar at Honda del Peru S.A. At the seminar, 25 Honda volunteers provided with both practical and theoretical training, instructing a total of 418 local residents and customers.



A drive safety seminar in Chile



A drive safety seminar in Peru

#### Europe [Addressing Local Community Needs and Disaster Relief]

##### Support for Earthquake Relief in Turkey and Syria

More than 200 generators have been donated by Honda Motor Europe Ltd. – our regional headquarters in Europe – to aid the areas affected by the earthquake that hit the Turkish and Syrian borders on February 6, 2023. Meanwhile, Honda Turkey A.S. donated approximately JPY 20 million in emergency relief supplies and humanitarian aid. Additionally, Honda Motor Co., Ltd. donated JPY 10 million in relief funds via the Japanese Red Cross Society. Also, the American Honda Motor Co., Inc. and Honda Development and Manufacturing of America, LLC conducted an associate donation program and made a matching donation from the Company.



Providing assistance on site

### Global Policy for Social Contribution Activities

**Corporate Philosophy**  
Honda will proactively exercise its initiatives for social contribution, founded on the fundamental principles of "Respect for the Individual" and "the Three Joys," to support Honda's universal passion: to improve the quality of people's daily lives.

**Objective**  
Honda will aspire to become "a company that society wants to exist," and will contribute to the realization of a sustainable society, by serving people worldwide with the joy of expanding their life's potential through its social contribution activities.

**Activity Policy**

- Honda will earn social acceptance by creating empathy and trust through active community engagement and by being a good corporate citizen.
- Honda will use its resources and workforce to contribute to society from a global point of view, while maintaining the importance of each region.
- Honda will promote and facilitate maximum associate participation in, and passion for, social contribution activities.

**Field of Activities**

- Supporting our youth for the future
- Protecting the global environment
- Promoting traffic safety
- Addressing local community needs

Source: Honda Sustainability Report 2022

**Asia and Oceania [Supporting Our Youth for the Future]**

**Establishment of a Girl's Senior Secondary School in India**

In India, over 60% of the population lives in rural areas, so cultivating the next generation is critical for the development of villages. A government survey found that half of the students in the classroom were unable to read and write, which presents a challenge to the educational environment. Honda Cars India Ltd. has established a school for female students in Tapukara, Rajasthan, where the company's vehicle assembly plant is located. The aim is to aid the development of female students who have had limited educational opportunities compared to their male counterparts. We started the project by finding the land. The new building was completed in March 2020, fitted with spacious classrooms, a clean and well-equipped cafeteria, and restrooms. In terms of education, the program focuses on a wide range of areas, including classes that incorporate STEM education, together with moral and leadership training. In total, approximately INR 83 million has been provided so far, with 1,253 students enrolled in the program in FY2023.



Girl's Senior Secondary School in Tapukara



The award from the Education Minister

**China [Protecting the Global Environment]**

**Long-Term Afforestation Activities in the Severe**

**Desertification of the Inner Mongolia Autonomous Region**

For 15 years, since 2008, the Honda Group in China has been conducting treeplanting activities in the Inner Mongolia Autonomous Region. To date, more than 2,000 Honda associates have participated in the project, planting 1.96 million trees over 14.33 million m<sup>2</sup> of land. Over the years, we have studied climatic and soil characteristics to accumulate knowledge of afforestation in arid regions, which has allowed us to meet afforestation survival rates well above the national standard. This project has been carried out for the past 3 terms of 15 years, with the fourth term set to begin in 2023. In the fourth term, the goal is to plant approximately 3.33 million square meters of forest area over a five-year period. The aim is to expand forest areas, manage water and soil loss, improve local environments, and contribute to sustainable development in rural areas and even in North China.



Land now covered with greenery as a result of the afforestation activities

**Africa and the Middle East [Addressing Local Community Needs]**

**Food Program in the United Arab Emirates Special Economic Zone**

There are about 9,000 companies operating in the Jebel Ali Free Zone (a special economic zone in the United Arab Emirates), where more than 30,000 people stay in workers' accommodations. As a member of this community, Honda Gulf FZE wishes to express its gratitude to those who work so hard to support local industries and businesses. To this aim, in July 2022, Honda Gulf FZE collected internal donations and its volunteer associates distributed 113 lunches to workers' accommodations in the neighborhood.

We plan to continue such activities in the future as we strive to be a company society wants to exist.



Distribution of food by associates

**10-4 : Social Contribution Activities Chronology**

- 1960 • Began accepting visitor tours at Saitama Factory and Suzuka Factory.
- 1969 • Began supporting NYPUM, an educational support program for youth through mini-bikes in the U.S.
- 1974 • Established International Association of Traffic and Safety Sciences (IATTS).
- 1976 • Established Furusato-no-Mori Executive Committee.
- 1977 • Established Honda Foundation.
- 1978 • Established Honda Sun.
- 1980 • Established Honda Foundation of Belgium.
- 1981 • Launched Econopower fuel efficiency competition (now Honda Eco Mileage Challenge)
- 1984 • Established American Honda Foundation.
- 1985 • Established Honda Kibo-no-Sato.
  - Held IATTS Forum, an international training program for young people who can contribute to the future development of ASEAN countries.
- 1986 • Kumamoto Factory's "Hometown Forestation" project won the Minister of International Trade and Industry Award at the National Plant Greening Promotion Convention.
- 1988 • Kumamoto Factory's "Hometown Forestation" project received the Prime Minister's Award.
- 1990 • Began sponsorship of the Oita International Wheelchair Marathon.
- 1991 • Special sponsorship of "Ride for Kids," a charity touring event for the American Honda Pediatric Brain Tumor Foundation.
- 1993 • Donated Honda products to support the Hokkaido Southwest Offshore Earthquake disaster relief efforts.
  - Began "Hot Air Balloon Honda Grand Prix," a community activity to surprise and inspire people
  - American Honda Motor established "Eagle Rock School," which values children's individuality and creativity.
- 1995 • Donated Honda products (generators and motorcycles) and made monetary donation to support the Great Hanshin-Awaji Earthquake disaster relief efforts.
  - Began "Honda C-Card" charity activities for the Japan Committee for UNICEF and the Japanese Red Cross Society.
- 1997 • Established Social Activity Promotion Office.
  - Donated Honda products for disaster relief following the Nakhodka oil spill.
- 1998 • Established Social Activity Philosophy.
  - Special sponsorship of "DREAM CUP Solar Car Race" to support next-generation manufacturing (until 2021).
- 1999 • Began "Suigen No Mori Conservation Activity" in Saitama (now Forest Conservation Activity).
  - Began "Traffic Safety Caravan," a fun way to learn the basics of traffic safety.
  - Held "H-Kids Project," a hands-on experience for children centered on international exchange.
- 2000 • Established "Social Activity Liaison Council" to promote activities at business sites.
  - Began "Forest of Joy Project" tree-planting activities in the Horqin Desert in China (until 2006).
  - Donated Honda products (generators and motorcycles) as logistical support for landmine clearance activities in Cambodia and Thailand.
  - Began "Environment Wagon" onsite classes for children to learn about the environment through nature in a fun way.
- 2001 • Began "Elephant Patrol for Forest Protection" in Thailand.
  - Established "Meister Club" of Honda alumni to pass on skills to students, and began activities to support student formula.
- 2002 • Began "Children's Idea Contest" for elementary school students nationwide.
  - Began special co-sponsorship of NHK's "Idea Showdown: National Robot Contest for Technical Colleges."
  - Began Hello Woods "Discovery and Experiential Learning" and "30 Nights and 31 Days Camp."
  - Established Honda Thailand Fund.
- 2003 • Began co-sponsoring "Student Formula Japan" with Society of Automotive Engineers of Japan.
  - Began special sponsorship of "Tokyo Hakone University Ekiden Race" sponsored by NHK (until 2010) to promote student sports.
  - Began "Environmental Wagon," "Traffic Safety Caravan," and "Water Source Forest Conservation Activities" programs at business locations.
  - Began "Forest Reserve Tour" to convey the importance of the Amazon in Brazil.
- 2004 • Participated in the Khao Phra Vihan Global Reconstruction Assistance Project for landmine clearance.
  - Donated Honda products (motorcycles, generators, Trimmers)
  - Donated Honda products (generators, floodlights, and Snow Throwers) and relief supplies, as well as monetary donations, to support the Niigata Chuetsu Offshore Earthquake disaster relief efforts.

- Donated Honda products (generators) and relief supplies for the Sumatra Earthquake and Tsunami Disaster and deposited donations to the Japanese Red Cross Society.
- 2005 • Donated relief supplies and relief money for the aftershocks of the Sumatra Earthquake and Tsunami Disaster.
- 2006 • Began Honda Beach Cleanup Activities using independently developed Towable Beach Cleaner.
- Established global policy" for social activities.
- Began "Dream Hands," a program to convey the joy of craftsmanship through original cardboard craft.
- 2007 • Conducted the first overseas beach cleanup activity in Portugal.
- Donated Honda products (motorcycles and automobiles) to Niigata Prefecture and made a monetary donation to the Japanese Red Cross Society as disaster relief for Niigata Prefecture Chuetsu-oki Earthquake Disaster.
- Donated to the Japanese Red Cross Society for disaster relief for cyclone damage in southwestern Bangladesh.
- 2008 • Donated Honda products (generators and automobiles) as disaster relief for large-scale earthquake damage in Sichuan Province, China, and made donations to the Red Cross Society of China, the Red Cross Society of Sichuan Province, and the Japanese Red Cross Society.
- Donated to the Thai Red Cross Society and the Japanese Red Cross Society to support disaster relief for cyclone damage in Myanmar.
- Honda Group in China started Tree-planting activities in Inner Mongolia.
- 2010 • Donated to China Reconstruction Assistance Organization and the Japanese Red Cross Society for disaster relief for earthquake damage in Yushu County, Yushu Tibetan Autonomous Prefecture, Qinghai Province, China.
- Donated supplies and funds to support disaster relief for flood damage in Pakistan caused by heavy rainfall.
- 2011 • Donated to the Japanese Red Cross Society for disaster relief for earthquake damage near Christchurch, South Island, New Zealand.
- Donated Honda products (generators, motorcycles, etc.) to Iwate, Miyagi, and Fukushima prefectures and their disaster response headquarters as relief for damage caused by the Great East Japan Earthquake, and made a donation to the Japanese Red Cross Society.
- Associates of 14 joint venture companies in China conducted tree-planting activities in Xinghe County, Inner Mongolia Autonomous Region.
- Donated Honda products (power products) and funds to the Thai Red Cross Society and the Japanese Red Cross Society for disaster relief for flooding damage by heavy rain in Thailand.
- Began "ASIMO Special Classes" to support the Great East Japan Earthquake (until 2016).
- Began Volunteer Program for Disaster Relief.
- 2012 • Donated Honda products (Pressure Washers) to Kumamoto, Oita, and Fukuoka prefectures as disaster relief for torrential rain damage in northern Kyushu, and made a donation to the Central Community Chest of Japan.
- Donated funds to support disaster relief efforts in the Philippines following torrential rains in Metro Manila and other areas.
- Sold products made in Fukushima Prefecture to Honda associates and provided support for handicrafts as part of disaster relief for the Great East Japan Earthquake (until 2012).
- Donated funds for disaster relief for earthquake damage in Sichuan Province, China.
- Donated Honda products (Pressure Washers) to Yamaguchi and Shimane prefectures as disaster relief for heavy rain damage in Yamaguchi and Shimane prefectures.
- Donated funds to the Tokyo Metropolitan Government Bureau of Social Welfare and Public Health for disaster relief for Typhoon No. 26 in Izu Oshima Island.
- Donated funds for disaster relief for typhoon damage in the Philippines.
- 2014 • Began "HondaWoods," a program to coexist with local communities and create new forests that bring joy to people (modified Furusato-no-Mori to match the current local environment)
- Donated Honda products (Pressure Washers) to Nagano and Yamagata prefectures as disaster relief for damage from storms and heavy rain caused by typhoon No. 8 in Nagano and Yamagata prefectures.
- Donated Honda products (generators and water pumps) and made a donation to support disaster relief for earthquake damage in Yunnan Province, China.
- Donated Honda products (Pressure Washers) to Kyoto and Hyogo prefectures as disaster relief for heavy rain damage in Kyoto and Hyogo prefectures.
- Donated to the Hiroshima branch of the Japanese Red Cross Society for disaster relief for damage caused by heavy rainfall in Hiroshima Prefecture.
- 2015 • The TOMODACHI Initiative and Honda launched the "TOMODACHI Honda Cultural Exchange Program 2015" (through 2019).
- Donated to the Japanese Red Cross Society, Embassy of Nepal in Thailand, and Embassy of Nepal in India for disaster relief for earthquake damage in Nepal.
- Donated Honda products (Pressure Washers) and made a donation to the Japanese Red Cross Society to support disaster relief for Typhoon No. 18 storm and heavy rain damage in Ibaraki, Tochigi, and Miyagi prefectures.

- 2016 • Donated Honda products (motorcycles, automobiles, and generators) and made a donation to Kumamoto Prefecture as disaster relief for damage caused by the Kumamoto Earthquake.
- Donated Honda products (Pressure Washers) to Hokkaido and Iwate prefectures as disaster relief for heavy rain damage by Typhoon No. 10 in Hokkaido and Iwate.
- Began "Honda Week of Service," an associate volunteer program in North America.
- 2017 • Donated Honda products (Pressure Washers) and made a donation to the Japanese Red Cross Society as disaster relief for damage from torrential rains in northern Kyushu.
- Began "Petit Bora," a volunteer activity in which associate can easily participate.
- 2018 • Revised global policy for social contribution activities.
- Donated to the Japanese Red Cross Society as disaster relief for damage from the July 2008 torrential rains.
- Began "Forestation of Mt. Fuji."
- Donated relief funds to the Hokkaido branch of the Japanese Red Cross Society to support the victims of the 2008 Hokkaido Iburi-Tobu Earthquake.
- 2019 • Donated to the Japanese Red Cross Society, Saitama Prefecture, and Tochigi Prefecture for disaster relief for damage caused by Typhoon No. 19 in 2019.
- Donated Honda products (Pressure Washers) to Chiba Prefecture as disaster relief for damage from heavy rain that began on October 25, 2019.
- Began special sponsorship of Elementary School Robot Contest sponsored by NHK Enterprises and Science Museum.
- Announced Kakeru, a Honda-brand wheelchair racer.
- 2020 • Donated to the Hokkaido Branch of the Japanese Red Cross Society to support measures against coronavirus infection.
- Provided 168 Honda vehicles (modified vehicles) for transporting people infected with COVID-19 to local governments. Manufactured face shields and donated to medical facilities through local governments.
- Donated Honda products (power sprayers) for disinfection of public areas to the central and state government relief funds in states where Honda Group companies have manufacturing plants, and made a donation.
- Donated to food banks, meal programs, and medical organizations in the U.S., Canada, and Mexico.
- Donated relief funds to the Central Committee of the Vietnam Fatherland Front.
- Began supporting wheelchair athletes.
- Donated Honda products (Pressure Washers, generators) and hygiene products for infection prevention to the Japanese Red Cross Society as disaster relief for torrential rain damage in July 2020.
- Began "The Power of Teen" program to convey the power of dreams to teenagers in the wake of the COVID-19 disaster.
- Began preservation activities in Satochi-satoyama, Hachioji Kamigawa-no-sato.
- 2021 • Donated Honda products (Pressure Washers) as disaster relief for heavy rain damage since July 1, and deposited a donation to the Japanese Red Cross Society.
- Donated Honda products (power products) and funds to Henan Provincial Red Cross Society, Henan Provincial Charity General Assembly, and Zhengzhou Red Cross Society as disaster relief for flood damage in Henan Province, China.
- Donated Honda products (Pressure Washers) and funds to the Japanese Red Cross Society as disaster relief for damage from heavy rain that began on August 11.
- Hello Woods certified as a place of experience by Tochigi Prefecture.
- 2022 • Donated to the Japanese Red Cross Society as humanitarian aid for the situation in Ukraine.
- Implemented the Beach Clean Universal Project, a project to commemorate the 15th anniversary of the beach cleanup activities and the 40th anniversary of Honda Taiyo, with the participation of people with disabilities.
- Began dispatching expert lecturers to technical college schools nationwide.
- Participated in the 30 by 30 Alliance for Biodiversity.