

4

**Social**

# **Social Contribution Activities**

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Quality ..... 49

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# Basic Approach

## 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 residents in the communities.

### Basic Approach to Social Contribution Activities

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 will accelerate the proactive efforts of each associate on a global scale to enrich the lives of people around the world and share the joy of their lives.

## 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



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# Global Management

## Honda's Global System for Social Contribution Activities

Honda's social contribution activities are centered on four core policies: supporting our youth for the future; protecting the global environment; promoting traffic safety; and addressing local community needs. Based on these policies, the entire Honda Group engages in activities that recognize the value of its bonds with local communities.

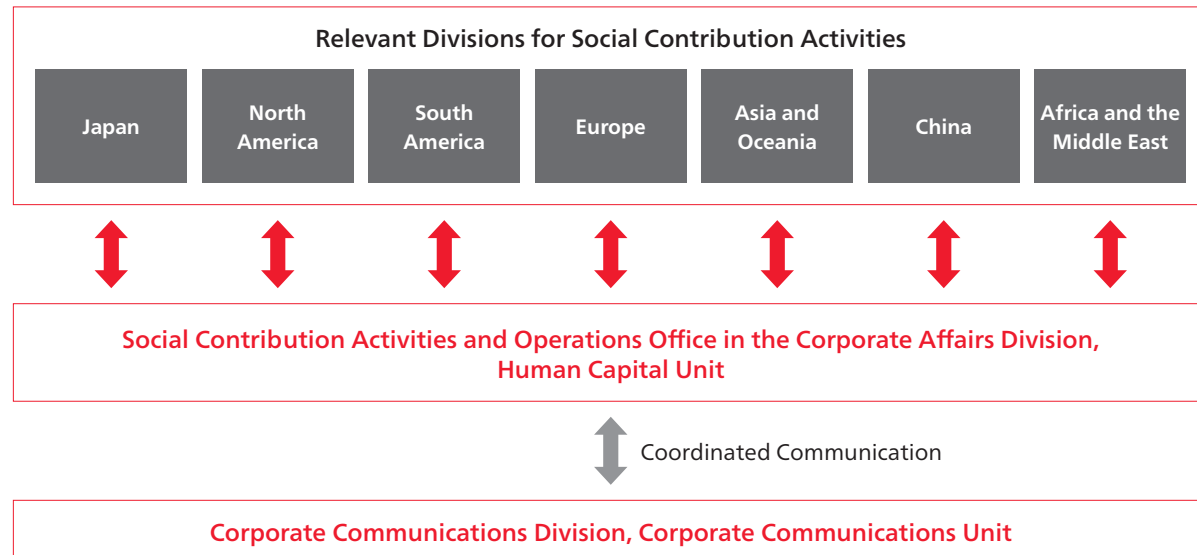
Honda pursues a variety of activities in seven regions of the world, taking maximum advantage of its resources in line with its Global Policy for Social Contribution Activities.

To strengthen Honda's global networks, the Social Contribution Activities and

Operations Office in the Corporate Affairs Division, Human Resources Supervisory Unit, gathers activity data from across the seven regions, shares activity policies, and works together with the Public Relations Division, Corporate Communication Supervisory Unit for the coordinated communication of information.

Going forward, the Honda Group intends to fulfill its responsibilities as a good corporate citizen; to this end, the Group will continue its efforts to create future societies in which everyone can pursue their dreams and promote a wide range of activities hand-in-hand with local residents under globally coordinated initiatives.

Honda's Global System for Social Contribution Activities



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# Initiatives for Social Contribution Activities

## Summary of the Activities in FY2024

In FY2024, Honda's social contribution activities are tailored to local circumstances in accordance with its Global Policy for Social Contribution Activities, with the aim of creating future societies in which everyone can pursue their dreams.

Toward the realization of Honda's vision of "a circular society with zero environmental impact" and "a collision-free mobility society," Honda has been working globally to nurture mindsets that respect the environment as well as prevent accidents through safety awareness activities focused on people.

This report provides representative examples of Honda's activities undertaken in each region, including those mentioned above.

Further details can be found at the following link.

Honda's Social Contribution Activities <https://global.honda/en/philanthropy/>

## Japan [Protecting the Global Environment]

### Activities to conserve Satoyama landscapes in the Kamikawa no Sato of Hachioji City, Tokyo

In addition to its ongoing forest conservation activities since 1999, Honda has concluded an activity agreement with Hachioji City, Tokyo since 2020 to conduct Satoyama landscape conservation activities in the Kamikawa no Sato Special Green Space Conservation District.

To preserve for the future this place with rich nature and rare plants and animals that can coexist with local communities, Honda is promoting efforts to contribute to the preservation of biodiversity. The efforts include rice cultivation, field cultivation, forest clearing, and tree planting by associates and their families, as well as environmental classes for children, who will be responsible for the next generation. In FY2024, a total of approximately 300 people participated in nine events during the year. The Company's independent biodiversity survey conducted in this area identified three species of butterflies and six species of dragonflies listed in the Red Data Book of the Tokyo Metropolitan Government. The harvested rice and vegetables are donated to food banks in Hachioji City as part of efforts to help solve social problems.



Associates and their families harvesting winter vegetables

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# Initiatives for Social Contribution Activities

## North America [Addressing Local Community Needs: Disaster Relief]

### Honda Group in North America Assisted Wildfire Victims

In FY2024, there were 6,500 wildfires in Canada, burning more than 45 million acres, nearly nine times the average area burned each year.

In the summer of the same year, a wildfire on the Island of Maui, Hawaii in the U.S. claimed the lives of nearly 100 people and damaged more than 2,000 homes and other structures.

The Honda Group in the U.S. and the Honda Canada Foundation are longtime partners of the Red Cross and donors to the Disaster Response Alliance of the Canadian Red Cross. These donations allow for pre-arrangement of supplies and ensures a rapid response system and response teams in the event of a disaster. Through this initiative, the Honda Canada Foundation assisted wildfire victims across Canada.

The Honda Group in the U.S. donated USD 500,000 to the American Red Cross for humanitarian assistance in the areas affected by the wildfire in Maui.

In addition, together with its associates, the Group implemented a one-on-one matching gift program to organizations that helped many people affected by the wildfires last year.



Red Cross volunteer supports evacuees from the Northwest Territories

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

### Sponsorship of the Bachiana Music Project in Brazil

Honda Serviços Financeiros (HSF) sponsors the Bachiana Musicalization Project. The project held activities twice a week during FY2024 to promote cultural and social inclusion, music education, and environmental awareness through music for 90 socially disadvantaged children in the city of São Paulo.

In October, the symphony orchestra, conducted by João Carlos Martins, promoted a concert that was attended by 1,255 people and watched by over 5,400 additional people on social media. The HSF is actively engaged in this type of social contribution activities through music.



Children being taught how to play a musical instrument



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# Initiatives for Social Contribution Activities

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

### Employment of War Refugees from Ukraine and Disaster Relief for Emilia Romagna, Italy

Since the beginning of the war in Ukraine, the French city of Orléans has been taking in refugees, and Honda France Manufacturing S.A.S. has been hiring skilled refugees from Ukraine as temporary associates. As many of the arrivals spoke neither English nor French, French-speaking Ukrainian associates took on the role of coordinating with the refugees. To date, a cumulative total of 20 refugees have been accepted.

During the 2023 major flooding in Emilia Romagna, Italy, Honda Motor Europe Logistics N.V. donated three water pumps and one small power carrier to the Civil Protection Department in Garzignano Terme, Veneto. This Department is one of the leading organizations in Italy dedicated to emergencies and is charged with assisting firefighters in the event of a major disaster in Italy. For this reason, Honda products that can be used in the event of floods and earthquakes as well as fires were chosen for the donation.



Donation of relief goods to the Civil Protection Department

## Asia and Oceania [Promoting Traffic Safety]

### Donation of Helmets to Children in Vietnam

In Vietnam, traffic volume has increased with economic growth. In particular, motorcycles are used by citizens for commuting to work, school, and business, thus countless are on the road especially during peak hours in the morning and evening. Also with the number of automobiles owned started to increase in recent years, traffic safety has become one of the major social issues. Honda Vietnam Company Limited (HVN), in cooperation with the National Traffic Safety Committee, the Ministry of Education and Training of Vietnam, donated 1.8 million qualified helmets to first-grade students nationwide in FY2024, aiming to raise awareness of wearing qualified helmet among children. In addition, a series of events were held at Honda Executive Authority Dealers to improve the knowledge of traffic safety for children and their parents.

This activity has been ongoing since 2015, with a cumulative total of approximately 8.4 million helmets donated to date. The program aims to form habits of wearing qualified helmets in Vietnamese motorcycle riders, with the goal of achieving a ratio of 100% wearing qualified helmets.



Children receiving donated helmets

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# Initiatives for Social Contribution Activities

## China [Protecting the Global Environment]

### Long-term Tree-planting Activities and Mangrove Ecology Conservation Project in Inner Mongolia Autonomous Region

The Honda Group in China has continued its tree-planting activities in the Inner Mongolia Autonomous Region since 2008 and has planted 2 million trees over an area of more than 15 million square meters at a total cost of approximately CNY 65 million.

The project has been implemented over the past three phases of 15 years. The fourth phase, which began in 2023, aims to increase forest area, reduce water and soil loss, and improve the local environment, and plans to plant approximately 3.33 million square meters of trees over five years. The project will also contribute to sustainable development in rural areas and North China.

In addition, GAC Honda Automobile Co., Ltd has initiated a mangrove ecology conservation project in 2023 in cooperation with the SEE Foundation. During the first five years from 2023 to 2027, the project will protect more than 1,800 mu (about 1.2 million square meters) of mangroves, mainly in Wenchang City, Hainan Province and Zhanjiang City, Guangdong Province.



Area of tree-planting activities in FY2024



Mangroves where the ecology conservation project has been initiated

## Africa and the Middle East [Promoting Traffic Safety]

### Safety Awareness Campaign for Children in Nigeria

In 2023, Honda Manufacturing (Nigeria) Ltd. conducted a safety awareness campaign as part of its road safety initiative, with a total participation of 90 children, ages 8 to 11, from three elementary schools in Ota City, Ogun State.

The children were given a classroom lecture on safety, in which the campaign slogan "Safety First" was introduced. This was followed by a practical training on how to ride a bicycle safely, explaining the various dangers of the traffic community and the necessary precautions. Honda hopes that the children will develop safe driving habits and lead traffic safety in their communities in the future.



Children receiving a practical training on how to ride a bicycle safely