

Local Communities

Honda Philanthropy

Since the company's foundation, Honda has sought to contribute to society by creating quality products and technologies while coexisting harmoniously with the communities that host its operations. 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.

Honda actively encourages the autonomy of its local operations. We also strive to undertake initiatives that reflect local circumstances in our corporate activities overseas. We seek to share joy while communicating with customers and local residents in a total of six regions, including Japan.

We at Honda will continue to act as a company society wants to exist by pursuing various philanthropic initiatives.



Our fundamental approach

Honda has pursued a variety of group-wide philanthropic activities in order to pass down a rich natural environment and a safe transportation-oriented society to the next generation. The basic principles and global directions that guide Honda's philanthropic initiatives serve as the foundation for these efforts. Going forward, Honda will continue to take advantage of its unique management resources as part of an active, group-wide effort to help create a future society in which all people can pursue their dreams through not only community initiatives, but also educational, environment and traffic safety initiatives.

Honda philanthropy: Vision

Honda enriches the joy with people around the world through socially responsible activities in accordance with the Honda Philosophy of respect for the individual and the Three Joys. Ultimately, it is our desire that society will want Honda to exist in every community.

Honda philanthropy: Basic principles

- As a company with a global viewpoint, we are dedicated to contributing to the well-being of local communities around the world through our products and technologies.
- As a good corporate citizen, we will deepen our commitment to all local communities where we do business.
- We will contribute to the nurturing of a society where caring and energetic individuals actively participate in socially responsible activities.



Areas of philanthropic initiatives

Global directions

Striving to create a future society in which everyone can pursue their dreams, Honda shall:

- Support educating our youth for the future
- Work to preserve global environments
- Promote traffic safety through education and training

Since its founding, Honda has sought to coexist with the local community by blending in with the regions in which it conducts business. This philosophy is embodied in our basic principles, and it drives us to pursue a variety of activities that are carefully matched to the characteristics of each local community in partnership with domestic worksites, dealerships, group companies, and facilities worldwide.

Honda Beach Clean-up activities Environment

Honda pursues environmental conservation activities worldwide in order to pass down the Earth's beautiful environment to the next generation. One such effort is our beach clean-up activities, which draw on Honda's technologies and manpower.

Associates clean beaches using a simple, compact, lightweight, and easy-to-operate towable Beach Cleaner designed by Honda out of a desire to leave the next generation beaches clean enough to walk on barefoot.

Under the beach clean-up initiative, which was begun in 2006, Honda associates have participated in more than 270 cleanup activities at more than 100 beaches across Japan.

During FY2013, more than 4,000 associates participated in these activities.

Also, we've worked to clean beaches in Miyagi Prefecture following the Great East Japan Earthquake in an effort to return them to their state before the disaster.

Going forward, Honda will continue to pursue beach clean-up activities as part of its corporate citizenship program in partnership with group company associates and local residents.



Associates clean up Maebara Beach in the city of Kamogawa, Chiba Prefecture, in September 2012.



Volunteers offer an environmental education program for local children at Futami Seaside Park in the city of Iyo, Ehime Prefecture, in June 2012.



Before the Clean-up



After the Clean-up

Contributing to society with Honda technology: Debut of the new device, Beach Monpal

During FY2014, the Beach Monpal debuted as a new device to be used during Honda's beach clean-up activities. Based on the Monpal, a commercially available electric cart that does not require a driver's license to operate, and modified so that it could be driven on the beach, the vehicle was developed to allow more people to directly experience the fun of using a Beach Cleaner. The all-terrain vehicles (ATVs) that has been used previously in Honda's beach clean-up activities require special training to operate for that use. However, anybody can easily use the Beach Monpal without special training. The development of the new vehicle has also made possible the expansion of the area in which beach clean-up activities can be undertaken since it can be used where the previous ATV-towed cleaner could not go, for example on beaches wet from the surf and into every nook and cranny.

At the same time, our beach clean-up activities value the fact that the process of picking up trash with one's own hands gives participants a deeply-rooted sense of the importance of keeping beaches clean. For this reason, the development team believes that beach clean-up activities should not be left entirely to machines. The fundamental approach of having all participants work together should remain a constant from past efforts.

Honda's beach clean-up activities originated in a desire to keep beaches beautiful. This initiative, in which Honda's technology complements people's own abilities, will continue to evolve over time in the service of our wish that the idea that beaches should be clean enough to walk on barefoot becomes the most natural one in the world.



Volunteers clean Tsukihama Beach in the city of Higashimatsushima, Miyagi Prefecture, which was affected by the Great East Japan Earthquake.



The development team checks the vehicle's operation on a sand beach.

Young engineers involved in developing the beach cleaner



"The team was enthusiastic about creating a great solution, and our ideas took shape one after the next. I look forward to doing work I can take pride in because the things we create with our own technology play a positive role in the world." (Right: Nagai)

"Materials and tools don't necessarily perform the way you want them to out in the field at the beach, so you have to pool the team's brainpower to solve each problem. But that's the best part of this job." (Left: Yamazaki)

Watershed preservations in Japan

Environment

The water we use is carried by rivers from the mountains to the sea. Forests near river headwaters create not only clean water and rich ocean environments, but also clean air. Additionally, they help prevent natural disasters. In an effort to expand the scope of efforts to develop forests near villages that began in the 1970s to include areas throughout Japan, Honda is working to maintain forests in a healthy state at eight sites around the country, with a focus on forests near watersheds that provide valuable water to areas near Honda worksites. Core participation comes from volunteer staff consisting of associates and their families along with retired associates, and activities include not only tree-planting, but also clearing underbrush, thinning, and other conservation activities. During FY2013, about 420 volunteers participated in a total of 15 projects at 6 worksites.



July 2012: Watershed forest conservation activities in the town of Ashio, Tochigi Prefecture

Dream Hands

Education

Dream Hands refers to creative crafts made from cardboard, glue, and paper clips. In the program, which is offered in communities near Honda worksites, current and retired associates volunteer to help children make these crafts based on a desire to have them experience the fun and joy of making something with their own hands while at the same time communicating the fun of manufacturing to the next generation. During FY2013, some 9,200 people participated at 200 such events at 8 worksites.



Children assemble a large number of parts one at a time with their own hands, not stopping until the project is finished.

Nature Wagon

Education

Nature Wagon is a traveling environmental learning program that brings a van filled with natural objects and materials from the ocean and mountains to elementary schools, community centers, and similar facilities. A volunteer staff consisting of retired Honda associates conducts lectures on natural mechanisms and the importance of conserving the environment for children, leads children in making crafts with wood and stones while teaching them various techniques, and otherwise helps them gain new awareness of—and think in new ways about—nature and the environment. During FY2013, a total of 8,800 children participated in 195 Nature Wagon sessions conducted by 5 Honda worksites.



Volunteers support children at the Forest Dreams Workshop.

Children's Idea Contest

Education

In the Children's Idea Contest, elementary school students create works depicting products they wish existed, taking the future as their theme. The program was launched in 2002 based on a desire to have children experience how fun it can be to pursue one's dreams and how interesting it can be to manufacture things. More than 28,000 children have participated so far in the program, which marks its 10th year in 2012.

In late March 2013, we held an international exchange event at Twin Ring Motegi. Children who had participated in a similar contest in Thailand were invited to interact with children in Japan who had won grand and runner-up prizes.



Children present the Emogura vehicle for Ecodomo, which won the Special Judge's Prize at the 10th Final Judging Session.

Traffic safety education and promotion activities

Traffic safety

For more information about Honda's traffic safety education and promotion activities, see below.

Community initiatives (local communities)

Community

Honda dealers and other group companies are involved in a variety of community initiatives as corporate citizens.

Honda Cars Tokushima holds a regular blood drive every fall and spring

Honda Cars Tokushima holds a regular blood drive twice a year. Because blood drive vehicles only visit certain locations in Tokushima Prefecture such as department stores in front of train stations, people have few opportunities to donate blood. Consequently, this activity has gained popularity because it allows people not only to contribute to society in a familiar location, but also to manage their own health, and the number of participants has been increasing with each passing year. Blood drive vehicles are parked so that they are visible from the road, ensuring that people can see them as they go by. The company actively promotes the program, for example by creating flyers and posting them ahead of time at the dealership and enclosing them with mailings to customers and business partners.



Blood drive organized by Honda Cars Tokushima

For more information about activities undertaken by group companies, please see below.

North/Central America

USA: Sea turtle conservation program Environment

American Honda Motor has been supporting a sea turtle conservation program at the Gladys Porter Zoo. The program, a joint effort by the U.S Fish and Wildlife Service and the Mexican government, seeks to monitor and conserve the habitat of the Kemp's Ridley sea turtle, an endangered species. Project members use ATVs to patrol more than 100 miles of shoreline on South Padre Island in Texas and in the Mexican state of Tamaulipas. Since 1978, more than 70,000 turtles have laid their eggs in the area. More than 4.5 million eggs have hatched, and those hatchlings set out for the Gulf of Mexico. Honda has provided ATVs and otherwise cooperated with the program since 1978, and it plans to continue supporting it in the future.



Volunteers use ATVs to conserve the sea turtle population.

USA (Ohio): Supporting the National Robotics Challenge Education

Held in Marion, Ohio, the National Robotics Challenge is an educational program dedicated to cultivating the ability to think and use technology to solve problems as well as leadership skills through the process of creating a robot and giving a presentation about it.

Teams from across the Midwest, particularly Ohio, participate in the program, which has been held every year since 1986. In 2012, more than 300 middle school, high school, and college students participated in the event. Honda of America Manufacturing is a supporter of the program, and about 25 associates served as judges on the day of the event. The company also held an exhibit on the role of robots at Honda's production facilities and ASIMO. Going forward, Honda of America Manufacturing plans to continue to support the National Robotics Challenge as a way to contribute to the development of the robotics field.



The National Robotics Challenge in Marion, Ohio

USA: Offering a course on how to drive ATVs safely for the Boy Scouts Traffic safety

American Honda Motor loans all-terrain vehicles (ATVs) to the Boy Scouts of America and supports courses on how to operate the vehicles safely. The company has been offering the course since 2009, and more than 2,000 people attend every year. The course is designed to give participants an understanding of how to operate an ATV safely while taking environmental concerns into account and to let them experience the joy of driving an ATV. Going forward, the company plans to continue to support the Boy Scouts of America.



Volunteers teach participants from the Boy Scouts of America how to operate an ATV safely.

USA (Alabama): Conducting community service activities on Martin Luther King, Jr. Day Community

Martin Luther King, Jr. Day is celebrated in the U.S. on the third Monday of January, which falls close to his birthday, and communities typically hold a variety of events to mark the occasion. Honda Manufacturing of Alabama has been working with Hands On Birmingham to conduct community service activities on this day since 2012. This year, the second year of the initiative, 85 associates participated as volunteers at Downey Park in Birmingham, Jefferson County, Alabama, where they cleaned up the area, painted swing sets, repaved the basketball court, and made other improvements. Honda Manufacturing of Alabama plans to continue this initiative in the future.



Community service activities held on Martin Luther King, Jr. Day in January 2013

South America

Brazil: Pursuing environmental projects in the community

Environment

Honda South America has been participating in the Eco Vida ("Eco Life") project since 2000. The effort aims to increase environmental awareness among the people living in and around the Amazon basin and to raise awareness of the importance of natural resources and environmental protection so that a better Earth can be left to the next generation. Local residents gather in schools to participate in a variety of environment-related recreational activities, including races using traditional wooden canoes. In 2012, associates visited communities along the Manacapuru River in Brazil's Amazonas state, where they participated in environmental protection- and sustainability-themed activities.



Participants hold a race using traditional wooden boats fitted with engines.

Brazil: Holding a junior orchestra in Paraisópolis

Education

Honda South America has held a music-related project in Paraisópolis, the second-largest favela (shanty town) in São Paulo, since March 2011. The project aims to teach young people how to play wind and string instruments as well as choral singing techniques while increasing their joy and motivation through exposure to classical music. In 2012, 90 students participated in activities held four times a week in the neighborhood.



Young people from the Paraisópolis neighborhood of São Paulo play in a junior orchestra.

Brazil: Pursuing a traffic safety initiative targeting elementary school students

Traffic safety

Honda South America offers a traffic safety education program for elementary school students. The activity begins with associates volunteering to explain traffic rules and manners using models. Then, participants actually experience how to conduct themselves in an area that recreates city streets. In 2012, the company held the activity 25 times and gave students 38,800 sets of learning materials (including a pamphlet and traffic safety game). Going forward, the company will continue to work to promote traffic safety education for children.



Students learn about traffic safety in a miniature city that recreates actual city streets.

Argentina: Chain of Help

Community

In Argentina, Honda South America conducts an activity known as Chain of Help at kindergartens and other facilities attended by associates' children with the goal of fostering Honda associates' sense of solidarity and aiding in the growth of their children. Some 150 associates and 180 kindergarten students participated on the day of the program, which was launched in 2012. Associates' families participated in a "morning circus" featuring magic and games in a decorated room as well as experimental workshops, surprise games, and other activities. The program also provides school learning materials and children's books. Going forward, the company plans to hold the event once every year.



Associates' families participate in the Chain of Help program.

Europe, Middle and Near East, and Africa

Spain: Repairing a shelter for poor children

Community

Each year, associates at Honda Automóviles España spend the anniversary of the company's founding by making repairs to a home for disadvantaged children. On this year's anniversary in March 2012, all 65 of the company's associates completed repairs to a children's home in Barcelona in order to help disadvantaged children aged 3 to 16. Associates came together to make various improvements at the facility, including by painting children's rooms, the dining room, the building's outside walls, and benches; cleaning up the facility's park; and setting up a new television and furniture in its rec room. Activities carried out on the anniversary of the company's founding are based on Honda's vision of "Striving to Be a Company Society Wants to Exist." They not only bring joy to the children's home, but also provide a valuable opportunity for all associates to contribute to their local community through their own actions.



Associates make repairs at a children's home.

Poland: Hosting a children's health event on Children's Day

Community

In May 2012, Honda Poland joined with members of Honda's VFR Motorcycle Club to host an event on Children's Day to cheer up sick children. The event, which the company has been holding since 2009, was motivated by a desire to help the children forget their illness for a short period of time by assisting in a children's health program run by the VFR Club. At the event, seriously ill children played together and had fun at a variety of Honda booths, where they practiced on a riding trainer (a motorcycle traffic safety device), competed for prizes, and rode motorcycles decorated with manga characters.



Children enjoy rides on motorcycles at the event in May 2012.

Asia and Oceania

Taiwan: Cleaning up rivers Environment

In September 2012, Honda Taiwan held a series of river cleanup activities across the country. Under the initiative, the company worked with various local environmental protection groups to clean up 23 rivers nationwide. A total of more than 1,000 associates, dealer staff members, and customers collected more than 13 tons of trash. Participants also tested water quality, observed plant and animal life, and carried out other related tasks, deepening our understanding of the rivers' ecosphere. The company will continue this activity on a regular basis in order to pass on rich natural beauty and clean water to the next generation.



Volunteers clean up a river in Taiwan in September 2012.

Thailand: Eco Mileage Challenge Education

In December 2012, the Honda Eco Mileage Challenge, an event that is organized by AP Honda, was held at the Thailand Circuit in the Thai province of Nakhon Pathom. Participants in the event, which aims to improve and promote the technology used in the new PGM FI engine (which uses electronically controlled fuel injection) and to prevent global warming through energy conservation, compete to see which team can drive the farthest on one liter of gasoline. A total of 472 teams competed in the event, which was the 15th of its kind. The winning team was able to drive 1,165 kilometers per liter using a Wave110-i engine. AP Honda will continue to hold the event in the future.



Teams compete in the Eco Mileage Challenge in Thailand in December 2012.

Taiwan: Offering plant tours for elementary school students Education

Honda Taiwan has offered plant tours for elementary school students regularly since 2004. In 2012, the company held tours for local elementary school students in April and for Japanese elementary school students in September. About 20 students participated in each of the two tours, where they observed with interest how Honda products are manufactured.



Local elementary school students tour the plant in April 2012.

Thailand: Volunteering to make improvements at a school Community

In March 2013, Honda Automobile Thailand conducted a volunteer activity to make improvements to outdoor facilities at Wat Tham Mai School in the province of Ayutthaya. The aims of the initiative, which was part of the Honda School Environment Volunteer program, included raising associates' awareness and building a good relationship with the local community. Some 300 Honda volunteers joined 120 teachers, students, and local residents to form a total workforce of 420 people. Participants planted trees and grass, maintained a pétanque terrain, paved walkways with bricks, and painted playground equipment, fences, and a flagpole.



Volunteers' activities included planting trees with children.

China

China (Inner Mongolia): Holding a tree-planting project in Inner Mongolia

Environment

Honda has been pursuing a tree-planting project known as the Joyful Forest Project in Hebei Province and in the Horqin Desert in the Inner Mongolia Autonomous Region since 2000. During Phase 1 of the tree-planting project, which took place during the five-year period from 2008 to 2012, volunteers planted 700,000 seedlings on about 467 hectares in the area near Youyi Dam in Xinghe County of Ulanqab, a prefecture-level city in Inner Mongolia. In July 2012, the final activity of Phase 1 of the project was held in Inner Mongolia with 200 participants, including 160 associates of 14 Honda joint ventures in China, 30 members of the media, and representatives of Tongji University, which won Honda's China Eco Mileage Challenge in 2011. A new five-year joint tree-planting project will begin in 2013. The number of participating joint ventures has increased from 14 to 16, and Honda will provide a total of RMB 20 million in funds from 2013 to 2017 to plant trees on about 69.4 hectares of land along National Highway 110.



Associates dig dirt to build an embankment and carefully plant seedlings one at a time.



A field before the tree-planting project (2007)



The same field after the project (2012)

China (Guangzhou): Holding the Honda China Eco Mileage Challenge Fuel Economy Contest

Education

In November 2012, the 6th Honda China Eco Mileage Challenge Fuel Economy Contest was held by Honda's China Headquarters at the Guangdong International Circuit. Participants in the contest compete to see whose team can travel the farthest on 1 liter of gasoline at the event, which aims to provide an opportunity to affirm the importance of using energy resources effectively, raise awareness of the need to conserve the environment, and experience the joy of manufacturing. Starting in 2011, the contest has included an electric vehicle division in which teams compete to see which can travel the greatest distance during a fixed amount of time using batteries as the only power source.

A total of 128 teams entered the 2012 contest. The gasoline division was won by Donfeng Honda (WDHAC), whose team posted the second-highest distance ever at 1,917 kilometers per liter.

Honda in China will continue to support young people as they strive to improve technology in the future. The company plans to take advantage of this contest to promote technology in the country, where hybrid and electric vehicles are expected to enjoy widespread use in the coming years.



The WDHAC team is recognized as the event's overall winner.



The vehicle used by Beijing Information Science & Technology University won the Technical Award and the Design Award.