

## Social Contribution Activities

# social contribution activities



**7 Performance Report**

- Environment ..... 41
- Safety ..... 67
- Quality ..... 79
- Human Resources ..... 96
- Supply Chain ..... 118
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**Basic Approach**

## Honda Social Contribution Activities

Since the Company was founded, Honda has sought to contribute to society and customers 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.

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

### Basic Approach

In 2006, Honda formulated basic principles and directions of Honda philanthropy for its social contribution activities. Under this policy, in every part of the world, the Company has carried out initiatives adapted to the circumstances of various regions, with the aim of creating future societies “That are Full of Dreams.”

After reviewing in 2018 the activities in response to a changing environment, Honda has updated its Global Policy to encourage activities that have greater unity; at the same time, it is strengthening its global networks with the aim of realizing 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.

### 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

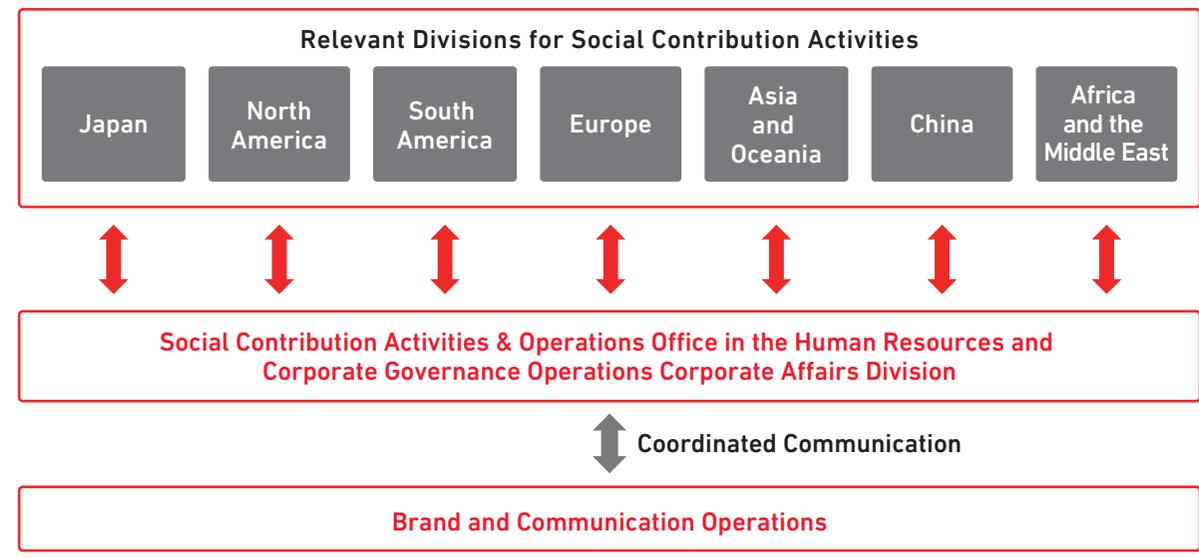
Honda's social contribution activities are centered on four core policies: supporting our youth for the future; protecting the global environment; promoting traffic safety; and addressing local community needs. Based on these policies, the entire Honda Group engages in activities that recognize the value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

Honda pursues a variety of activities in seven regions, 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 & Operations Office in the Human Resources and Corporate Governance Operations Corporate Affairs Division gathers activity data from across the seven regions, shares activity policies and works together with the Brand and Communication Operations for coordinated communication of information.

Going forward, the Honda Group intends to fulfil its responsibilities as a corporate citizen; to this end, the Group will continue its efforts to create future societies "That are Full of Dreams" and, hand in hand with local residents under globally coordinated initiatives, it will continue to promote a wide range of activities.

Honda's Global System for Social Contribution Activities



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**Social Contribution Activities Initiatives**

**Japan**  
**[Protecting the Global Environment]**

**Beach Cleanup Projects Implemented by the Honda Group across Japan**

Based on a desire to use company technologies to benefit the world, Honda developed the Beach Cleaner in 2006 that cleans up the beaches without harming their ecosystem. Members of the Honda Group across Japan plan and operate cleanup activities. So far, since getting underway the activities have been carried out at more than 100 locations nationwide, with approximately 8,000 local residents taking part each year. In total, the project has been responsible for the collection of some 450 tons of rubbish. The project seeks both to create beaches that can be walked on barefoot with peace of mind, and to nurture mindsets whereby people pick up rubbish when they see it. Going forward, Honda will continue to provide opportunities to think about the environment in an enjoyable manner.



Beach cleanups are carried out at over 100 locations nationwide by the entire Honda Group



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

**Providing Educational Opportunities: Eagle Rock School**

In 1993, American Honda Motor Co., Inc. opened Eagle Rock School, an institution that supports the expansion of educational opportunities and research into new educational methods. The school's mission is to provide learning opportunities to students who, for a variety of reasons, are unable to adjust to their existing school lives. Eagle Rock School supports its students via a unique educational environment that encourages honesty and sociability when interacting with other people. Honda has also established the Professional Development Center, an institution that engages in research into new educational methods together with educators from across the United States.



Educational programs tailored to the individuality of each person

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**Social Contribution Activities Initiatives**

**South America**

**[Addressing Local Community Needs]**

**Participating in Virada Sustentável Facilitating Learning about Sustainability Taking an Inspiring Approach**

Honda participated in Virada Sustentável (meaning “to become a sustainable society”), which takes place annually in different parts of Manaus City in the Brazilian state of Amazonas. The event provides information and education about sustainability to people of different backgrounds, using an upbeat and inspiring approach to the theme. Approximately 60 Honda associates took part as volunteers supporting the event. They took the initiative in cleaning the sandy beaches of the Amazon River and actively supported education activities on the environment and traffic safety for both children and adolescents.



Honda associates and local residents cleaning the sandy beaches of the Amazon River

**Europe**

**[Promoting Traffic Safety]**

**Activities to Promote Safe Riding Targeting Broad Age Groups**

“Montesa Honda S.A. in Spain has provided motorcycle traffic safety education since 1992. This training program includes a wide offer of training courses to cover all rider profiles, from kids aged six years old to experienced riders. The main activity is concentrated during the weekends; however, from Monday to Friday, activity is focused for companies (employee training) or professionals (e.g., police, courier service). The “advanced motorcycling course” of the Honda Safety Institute received the European Motorcycle Training Quality Label. The award, which recognizes the best post-license training programs delivered in Europe, was granted after an onsite visit the most important German NGO active in the field of road safety.”



Children from six years of age can participate in the safe riding courses



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**Asia and Oceania**

**[Promoting Traffic Safety]**

**Aiming to Realize an Accident-Free Society:  
The Establishment of Road Safety Education Centers**

In 1994, Honda established its first Southeast Asian Road Safety Education Center in Thailand. Since then, the centers have engaged in a wide range of activities: they have helped train instructors at Honda dealers; provided guidance to a diverse range of professionals, including police officers, members of government organizations and school teachers; and also instructed children and young people in road safety. In Thailand and Vietnam, which are considered the largest motorcycle markets in Asia, approximately 48 million people had received road safety training by 2018. Going forward, Honda intends to continue working closely with local and national governments as it seeks to realize an accident-free society.



Safety-related activities being undertaken at Honda's Road Safety Education Centers around the world

**China**

**[Protecting the Global Environment]**

**Afforestation in Inner Mongolia,  
Where Desertification Is a Major Problem**

Honda Motor (China) Co., Ltd. initiated afforestation activities in Inner Mongolia as part of a long-term environmental conservation project. Since 2008, the entire Honda Group in China has been involved, and many associates participate in the activities every year. Over the last 11 years, the project has succeeded in afforesting more than 1,060 hectares of land, with over 90% of planted saplings surviving. A vast tract of land that had previously been turning into desert is now covered with green.

The year 2018 saw the start of a new five-year plan, and students who had received support from the Honda Dream Fund, a project that supports the dreams of children growing up in poverty, also participated in the afforestation activities; these activities provided the students with an opportunity to experience the Honda Philosophy firsthand.



Afforestation activities continuously conducted throughout the Honda Group

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**Africa & Middle East**

**[Co-Existence with Local Communities]**

**Motorcycles for Training Donated by Honda Motorcycle Kenya**

The National Industrial Training Authority (NITA) is a public institution in Kenya equivalent to a polytechnic or vocational skills development center in Japan. In 2018, Honda Motorcycle Kenya Limited donated motorcycles for training to NITA so participants could learn about motorcycle structure and technology. The program was even featured on the local TV news. Going forward, Honda will continue with such initiatives in the Africa & Middle East region in pursuit of growth with the local community that extends beyond business.

Honda conducts a variety of other social contribution activities as well. Further details can be found at the following link.

**WEB**

Honda Social Contribution Activities

> <https://global.honda/about/sustainability/community.html>



The donation of motorcycles made the news in Kenya.

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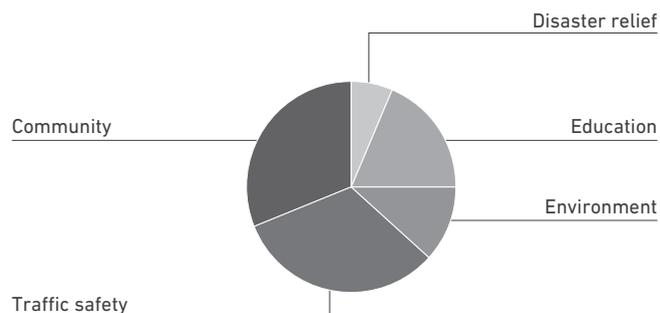
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**Social Contribution Activities Data**

Expenditure related to social contribution activities

	Expenditure (million yen)
Disaster relief	581
Education	1,642
Environment	1,029
Traffic safety	2,849
Community	2,749
(Total)	8,850



How the contribution breaks down

	Expenditure (million yen)
Cash	5,525
Time	194
In-kind	2,141
Management costs	988
(Total)	8,850

