7 Social Contribution Activities

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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 1998, Honda devised Philosophical Basis and Principles of 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.

After 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.

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

social contribution activities

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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 fulfill 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

social contribution activities

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Social Contribution Activities Initiatives

Major Activities under the Pandemic

FY2021 was a difficult year. Throughout the year, we were unable to go on about our usual activities as the COVID-19 pandemic forced us to stay at home, keep social distancing and deal with shortages in health products and medical equipment.

Honda had to cancel or postpone many of its ongoing social contribution activities as well. However, its associates from across the world worked as one team to do the best they could through Honda's products, technologies and manpower, while maintaining their close ties with local communities.

This report highlights Honda's major activities undertaken under the pandemic around the world.

Further details can be found at the following link.

WEB

Honda Social Contribution Activities

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

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Social Contribution Activities Initiatives Major Activities under the Pandemic

Japan [Addressing Local Community Needs]

Helping to Protect Drivers from Droplet Infection by Providing Modified Vehicles to Transport COVID-19 Patients

As an effort to prevent COVID-19 infection, Honda provided local governments with vehicles specifically modified to transport patients with mild symptoms of COVID-19.

Modifications, which were made to the Odyssey, STEP WGN and other minivans, included installing a plastic barrier between the front and rear seats to reduce the risk of infection during transportation. These vehicles use an air pressure differential between the two sections to inhibit droplet infection. Honda provided a total of 168 such vehicles, including local government-owned vehicles to which Honda added a plastic barrier, to 26 prefectures since April 2020. In the United States, similar vehicles based on the know-how acquired in Japan were also provided to local governments to transport COVID-19 patients.

As an additional effort in Japan, Honda produced face shields much needed by healthcare professionals and donated 28,200 sets through local governments.

Interior of a vehicle used to transport COVID-19 patients (with a plastic barrier between the driver and rear seats)

Face shield produced by Honda

Japan [Supporting Our Youth for the Future]

"The Power of Teen" Project, a New Social Contribution Activity Conceived during the Pandemic to Support Teenagers Who Are Working toward Their Dreams

Honda held "The Power of Teen," an event organized out of a desire to support children to fulfill their dreams. The increasing spread of COVID-19 has forced children to give up usual activities that have been done every year. As a result, they are struggling to draft a blueprint for achieving their dreams or goals or have lost sight of them under the pandemic. Honda solicited from teenagers their dream ideas and what they are doing to realize them and selected six members among the applicants. They participated in an online presentation to share dreams with viewers. They also joined online "sharing dreams" lectures by Honda's special guests. These lectures communicated the importance of learning from failures, having the courage to make a step toward a dream and taking up a new challenge. Other companies and educational professionals supported and widely publicized the event. With their help, these sessions were viewed for a total of more than 70,000 times and successfully conveyed the power of dreams to wide audiences from children to adults. Honda also held an event to give the selected six members an opportunity to board a HondaJet and actually feel Honda's power of dreams. Honda will continue to support children's efforts toward their dreams while flexibly adapting to changes in the surrounding environment.

Online "sharing dreams" presentation, which provided an opportunity for children to see their dreams from a fresh perspective as they depicted their dreams more clearly and announced them during the session

Online "sharing dreams" lecture by racing driver Takuma Sato

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North America [Addressing Local Community Needs]

Helping to Reduce Medical Equipment Shortages by Using Manufacturing Know-how to Produce Face Shields

As part of its broad-ranging response to help protect frontline healthcare professionals during the COVID-19 pandemic, and in response to a serious shortage of face shields, North American Honda companies developed new methods to use high-speed injection-molding equipment, which is ordinarily used in the production of vehicle components, and produced critically needed face shields. Associates from across the country worked together to implement the entire value chain required to deliver face shields to those in need.

Honda tapped its extensive network of automobile, powersports and power equipment dealers to identify medical facilities in local communities across the country in need of protective gear. In total, over 120,000 face shields were donated to healthcare workers at 305 medical facilities in 45 states.

Face shield production

Healthcare workers with Honda-produced face shields

North America [Addressing Local Community Needs]

Supporting Local Communities While Maintaining Social Distancing through Virtual Volunteerism

In this time of social distancing, Honda associates throughout North America served as virtual volunteers out of a desire to help the communities in which they live and work during the COVID-19 pandemic.

One of these virtual volunteer projects focused on providing face masks to people in need. Associates had the opportunity to sign up to receive mask sewing supply kits that they could sew and assemble at home. A total of 743 associates from Honda companies throughout North America participated in sewing over 41,500 masks, which were distributed within their local communities.

Preparing the kits for associate volunteers

Associate volunteer sewing masks at home

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South America [Addressing Local Community Needs]

Contributing toward Addressing the Medical Equipment Shortage by Supporting the Repair of Defective Ventilators

In Brazil, as COVID-19 spreads and the demand for medical and healthcare equipment increases, it was assessed that approximately 3,600 units of ventilators were defective and not in use. Given this situation, Moto Honda Da Amazonia Ltda. and Honda Automoveis Do Brasil Ltda. supported the repair of ventilators. As of the end of July 2020, 80 units have been repaired and provided to medical institutions.

Still in line with the solidarity mobilization to face the effects of COVID-19, Moto Honda da Amazônia also donated oxygen to the State of Amazonas to address severe oxygen shortages in local health services.

Repair of ventilator

Donating oxygen tanks

Europe [Addressing Local Community Needs]

Manufacturing Face Shields and Donating Them to Medical Institutions

The United Kingdom was facing a significant shortage of personal protective equipment (PPE) due to the spread of COVID-19. To support healthcare workers and meet the expectations of customers, society and associates, Honda of the U.K. Manufacturing Ltd. manufactured 3D printed surgical masks and mask tension release bands and donated them to medical institutions and other bodies. The company also donated 50,000 units of PPE—including face masks—and provided National Health Service (NHS) Volunteer Support by associates.

Manufactured face shield

Donating PPE

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Asia & Oceania [Addressing Local Community Needs]

Using Honda's Technologies to Contribute toward Resolving Medical Equipment Shortage in Thailand

To address the severe shortage of medical equipment in Thailand, Honda Khiang Khang Thai Fund (HKKT)*1 cooperated with Vajira Hospital to use Honda's technologies and knowledge in manufacturing 100 negative pressure mobile beds, which were then donated to medical institutions.

By improving the pressure adjustment system, filter and oxygen tank storage space, the mobile bed is capable of more efficient pressure adjustment, air filtration and oxygen tank storage. Tests by medical professionals also yielded satisfactory results. The improved beds are donated to more than 90 hospitals across Thailand.

HKKT also made and donated 1,000 units of the Negative and Positive Pressure Smart Face Shield developed using this technology and another 1,000 face shields. Other activities included donations of 10,000 sets of personal protective equipment (PPE) suits for medical staff, 100 Honda Backpack Sprayers and the lease of 10 ambulances and 10 rescue motorcycles owned by the fund.

Manufacturing of negative pressure mobile bed

Associate volunteers making face shields

Asia & Oceania [Addressing Local Community Needs]

Receiving the Outstanding Humanitarian Award for Corporate Social Responsibilities from the Philippine Red Cross

Honda Foundation, Inc. (HFI)*2 received the Outstanding Humanitarian Award for Corporate Social Responsibilities (CSR) from the Philippine Red Cross (PRC) given to organizations that contributed significantly in terms of providing relief assistance toward disasters and other calamities.

During the spread of COVID-19, HFI conducted the ONE DREAM campaign to use Honda's motorcycles for saving lives and supporting agencies such as PRC and donated 104 motorcycles. The award this time was in recognition of active efforts in supporting local communities. The donated motorcycles are being used by PRC volunteers and staff in its 104 Chapters within the Philippines.

HFI has been conducting social contribution activities in the Philippines for 28 years and has also supported PRC for a decade.

HFI donating 104 motorcycles to PRC

*1 A fund established under the Honda Thailand Foundation in cooperation with a Honda Group company in Thailand
*2 A foundation established in cooperation with a Honda Group company in the Philippines

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China [Addressing Local Community Needs]

Making Group-wide Efforts to Support Hospitals through Donation of Air Purifiers

Honda Motor (China) Technology Co., Ltd. donated 3,500 vehicle-use ionic air purifiers to hospitals treating COVID-19 patients in Wuhan, China.

The donation was made based on the aspiration of associates to ensure the safety and security of vehicle interior space as a show of appreciation toward frontline healthcare professionals risking their lives to save COVID-19 patients. Honda dealers and parts distributors worked together to quickly donate air purifiers to hospitals within Wuhan as soon as its lockdown order was lifted.

Additionally, Honda Motor (China) Investment Co., Ltd. and Honda Motor Co., Ltd. donated a total of 10 million yuan to the Hubei branch of the Red Cross Society of China. Honda Group companies in China also donated face masks and electric motorcycles to medical institutions and undertook activities to help prevent the spread of COVID-19.

Donation event

China [Protecting the Global Environment]

Carrying on Afforestation Activities in Inner Mongolia under the COVID-19 Pandemic with Associates Participating in Tree Planting Online

Since 2008, Honda Group companies in China have been involved in afforestation activities in Inner Mongolia as part of a long-term environmental conservation project.

In FY2021, afforestation of about 950,000 square meters of land was carried out, thereby successfully afforesting a total of 12.5 million square meters with about 1.8 million trees over 13 years. With the average survival rate surpassing 95%, the project has been making a steady contribution to an improvement in the local ecology.

As the pandemic hindered the participation of associate volunteers, the company conducted online tree planting using social media and allowed a majority of associates to take part. This was done in hope of continuing to deliver a message to associates, which encourages them to "plant trees with their own hands." Later, a small group of volunteers actually planted trees bearing name tags of 200 representative participants while taking preventive measures against COVID-19. The planting was livestreamed to participating Group companies over the Internet.

Many of the associates who participated in the online tree planting event voiced their desire to join actual planting activities. Thus, the online event has succeeded in increasing their motivation to contribute to society.

Online planting event via social media

Expanding afforestation activities throughout the Honda Group

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Expenditure related to social contribution activities (FY2021)

	Expenditure (million yen)
Education	1,222
Environment	365
Traffic safety	2,637
Community	3,246
Disaster relief	695
(Total)	8,165

How the contribution breaks down (FY2021)

	Expenditure (million yen)
Cash	4,886
Time	146
In-kind	2,230
Management costs	903
(Total)	8,165

social contribution activities