

# 7

## Social Contribution Activities



## 7 Performance Report

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Safety ..... 79

Quality ..... 96

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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 be 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



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Honda’s Global System for Social Contribution Activities

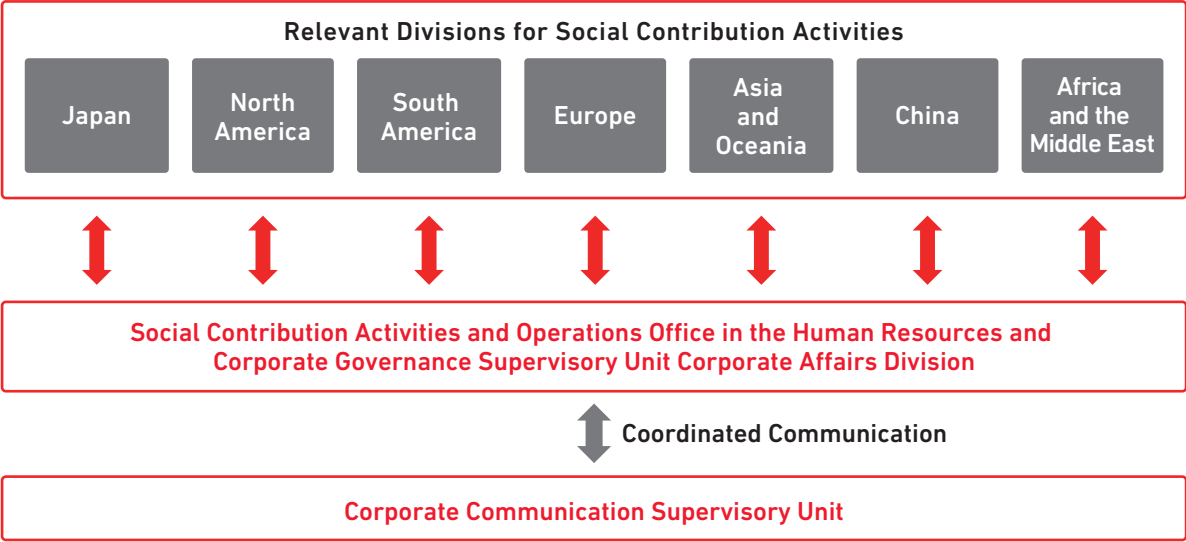
Honda’s social contribution activities are centered on four core policies: supporting our youth for the future; protecting the global environment; promoting traffic safety; and addressing local community needs. Based on these policies, the entire Honda Group engages in activities that recognize the value 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 and Operations Office in the Human Resources and Corporate Governance Supervisory Unit Corporate Affairs Division gathers activity data from across the seven regions, shares activity policies and works together with the Corporate Communication Supervisory Unit 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



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## Summary of Activities in FY2022

In FY2022, Honda's social contribution activities were 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 dual realization of "a circular/resource-recycling society with zero environmental impact" and "a collision-free mobile society," Honda has been working globally to nurture mindsets that respect the environment and to prevent accidents through safety awareness activities focused on people.

Under the ongoing pandemic, Honda has also been continuously providing support corresponding to local situations and needs through Honda's products, technologies and manpower.

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.

## WEB

Honda's Social Contribution Activities

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



## Japan

## [Protecting the global environment]

## Honda Beach Cleanup Project Implemented by the Honda Group across Japan Marking the 15th Anniversary

In 2006, Honda launched the Honda Beach Cleanup Project 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 uses the Beach Cleaner, which Honda has developed based on a desire to use its technologies to find a solution to clean trash washed ashore. In 2021, the activity marked its 15th anniversary. Although it was more difficult than any other year to carry out the activity due to the COVID-19 pandemic, the project still cleaned up the beach in five prefectures.

Originally initiated by Honda's current and former associates, the project has now grown to a nationwide circle of cooperation encompassing members of the Honda Group and local residents, with annual participation surpassing 7,000 persons.

To date, Honda has conducted the beach cleanup about 400 times at more than 200 locations across Japan, and the cumulative total of beach trash collected by the project is roughly 490 tons.



Beach cleanup carried out in Tottori Prefecture

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## Social Contribution Activities Initiatives

## North America [Supporting our youth for the future]

### Providing Educational Opportunities: Eagle Rock School and Professional Development Center

In 1993, American Honda Motor Co., Inc. opened Eagle Rock School and Professional Development Center.

Eagle Rock School provides educational opportunities for students who have not found success in traditional school settings and supports them through a unique educational environment that encourages community, integrity and citizenship. The school has an enrollment capacity of 72 students, and in 2021 the school topped 310 graduates.

The Professional Development Center provides consulting services for high school teachers and other educators around the country who wish to study how to re-engage, retain and graduate students and advises them on new approaches in teaching.



Educators who took educational training at Eagle Rock School

## South America [Promoting traffic safety]

### Traffic Safety Initiatives by Moto Honda da Amazônia and Honda Motor de Chile

In Brazil, Centro Educacional de Trânsito Honda, a traffic education center of Moto Honda da Amazônia Ltda., carried out "Clubinho Honda," which aims to provide traffic safety education to elementary school children. The online class included animated videos and games and was attended by about 30,000 students.

In Santiago, Chile, Honda Motor de Chile S.A. offered a free safe riding course to promote the safety of people in traffic. The course was provided by professional instructors, with all necessary equipment such as motorcycles and safety equipment. In 2021, 42 Honda volunteers taught 1,160 participants.



Traffic safety education in Brazil



Safe riding course in Chile



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## Europe

## [Promoting traffic safety]

Initiative of the Motorcycle Traffic Education Center  
Receiving the European Motorcycle Training Quality Label

Honda Motor Europe Iberia Branch in Spain started motorcycle safety activities in 1992 and has been operating the Honda Safety Institute, a motorcycle traffic education center, in Barcelona since 2009.

The center's activities are based on defensive training and risk prevention. One of its 11 courses has been certified as a highest-quality post-license motorcycling training program by the European Motorcycle Training Quality Label advocated by the European Commission for Mobility and Transport.

The Honda Safety Institute occupies approximately 20,000 m<sup>2</sup> of land. Training is offered every day throughout the year for professionals and companies on weekdays and for individual motorcycle users, including children, on weekends.

The center lends necessary riding equipment for free, including motorcycles, scooters, helmets and other protective gears, making it easy for people to participate in its training courses.



Safe riding training on a wet surface

## Asia and Oceania

## [Supporting our youth for the future]

Holding an Online Honda Super Idea Contest to Nurture the  
Dreams of Children in Thailand

As part of an effort to support our youth for the future, Honda Automobile (Thailand) Co., Ltd. has been holding the "Honda Super Idea Contest" since 2005. The contest is aimed at enabling children to experience the importance of the joy of creating and providing opportunities to give shape to their ideas through the act of drawing their dreams. The winner will receive the Royal Award plaque from the princess of Thailand.

In 2021, the contest was held online for the first time due to the spread of COVID-19 infections. The 14 children who passed the preliminary round completed their own works through an online arts and science workshop and attended the 2021 final round. There were more than 5,700 applications despite the pandemic, and the company was able to continue to nurture "The Power of Dreams."

Over the past 17 years, the number of ideas which children in Thailand have envisioned has totaled about 430,000.



Online final round event of Honda Super Idea Contest 2021 (14 finalists and Honda executives and committee members)



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## China [Protecting the global environment]

### Long-Term Afforestation in Inner Mongolia, Where Desertification Is a Major Problem

The Honda Group in China has been conducting tree planting activities in the Inner Mongolia Autonomous Region for 14 years since 2008. To date, more than 2,000 associates from Honda have participated in the project, planting around 1.88 million trees over 13.4 million m<sup>2</sup> of land.

By carrying out a thorough study on climate and soil characteristics and accumulating knowledge on tree planting in the arid region over the years, the Group has accomplished a survival rate of afforestation well above the national standard.

The project has been carried out for three terms. During the third term from 2018 to 2022, the Group intends to achieve its goal of creating 4.67 million m<sup>2</sup> of afforested area.

The afforestation project is expected to prevent natural disasters, such as sandstorm and haze resulting from soil erosion and insufficient green coverage.



Land now covered with greenery as a result of the tree planting activities

## Africa and Middle East [Promoting traffic safety]

### Initiative to Provide Motorcycle Safety Seminar for Bike Taxi Riders in Nigeria

Honda Manufacturing (Nigeria) Ltd. has been continuously providing a seminar for bike taxi riders to learn appropriate riding and maintenance.

The seminar teaches the importance of performing pre-ride checks; appropriate riding posture (when applying a brake or clutch); the benefits of using Honda's genuine parts and engine oil; and regular maintenance.

Dealers in Nigeria hold this seminar every month, with the participation of a total of 6,300 riders in FY2019, 2,283 in FY2020 and 4,113 in FY2021.

Even though the number of participants has declined due to the COVID-19 pandemic, Honda Manufacturing (Nigeria) has been undertaking the activity on a continuous basis to make a contribution, however small, to traffic safety in the country.



Motorcycle safety seminar in Nigeria

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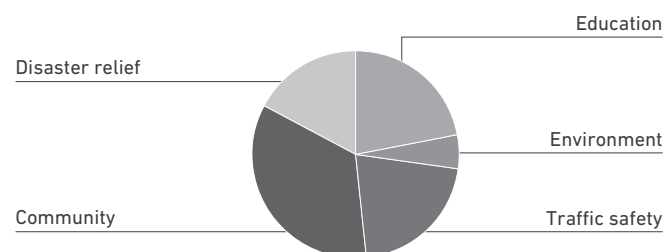
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| Expenditure (million yen) |       |
|---------------------------|-------|
| Education                 | 1,594 |
| Environment               | 384   |
| Traffic safety            | 1,529 |
| Community                 | 2,488 |
| Disaster relief           | 1,230 |
| (Total)                   | 7,224 |

**How the contribution breaks down (FY2022)**

| Expenditure (million yen) |       |
|---------------------------|-------|
| Cash                      | 5,095 |
| Time                      | 85    |
| In-kind                   | 1,007 |
| Management costs          | 1,037 |
| (Total)                   | 7,224 |

