

Initiatives for Society

Promoting Mutual Prosperity with Regional Communities through Social Contribution Activities

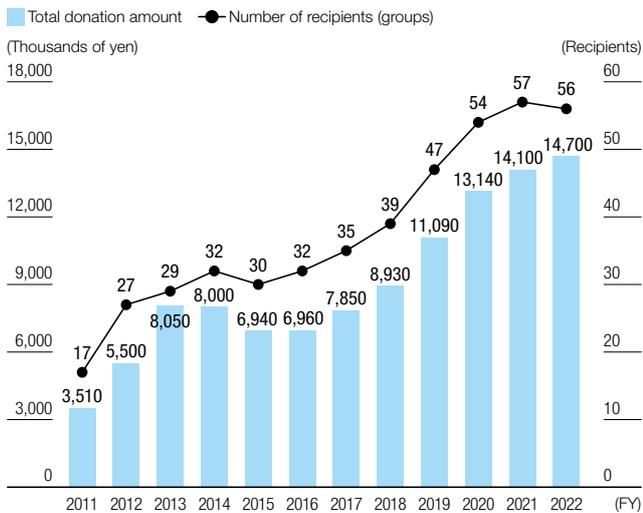
Sumitomo Rubber Industries CSR Fund

The Sumitomo Rubber Industries CSR Fund was established to provide financial support to NPOs engaged in activities in regions where we have bases in order to solve global environmental and social problems.

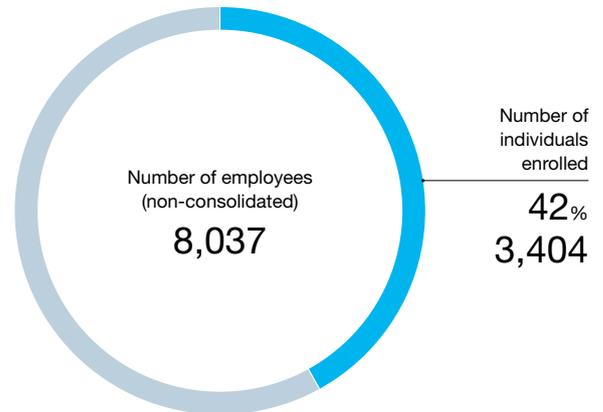
Following its establishment in 2009, the Fund began providing

donations in 2010 to eight organizations, including environmental advocates, traffic safety groups, disaster aid groups and others striving to resolve region-specific social issues. In fiscal 2022, a total of ¥14.70 million was donated to 56 organizations.

Number of Recipients of Donations Offered by “Sumitomo Rubber Industries CSR Fund” and Total Donation Amount



Ratio of Enrollment in the CSR Fund (December 2022)



The Shirakawa Factory Receives the 11th Green Society Contributor Award – Continuously Engaging in Greenery Activities and Contributing to Regional Societies for about 50 Years since Its Launch

The Shirakawa Factory was chosen by the Organization for Landscape and Urban Green Infrastructure to receive the 11th Green Society Contributor Award in recognition of its engagement in excellent greenery management and other endeavors. Under a program sponsored by this organization, a Green Society Contributor Award is given to corporations who are outstanding in terms of their contributions to regional societies and the improvement of the environments surrounding their operations through the development of greenery. Over the 50 years since its launch, the factory has engaged in greenery promotion activities via the development of a “GENKI Forest” under slogans of “harmony with nature,” “no environmental pollution” and “deep roots in communities.” Moreover, the factory has maintained biotopes within its premises to preserve biodiversity. Also, the factory allows employees to participate in volunteer activities while making donations and otherwise contributing to the well-being of regional societies and striving for carbon neutrality. The giving of this award suggests that the factory’s ongoing engagement in the initiatives described above is highly appreciated.



GENKI Forest



Tree planting activity undertaken on Mount Akazura (sponsored by Fukushima Prefecture)

Donations / Co-Sponsorship

As we aim to give back to society, we proactively make donations to and co-sponsor local events in regions in which we have bases. In Japan, we are a co-sponsor of the “STOP! DRUNK DRIVING PROJECT” and have maintained our status as a special co-sponsor for the DUNLOP KOBE OPEN, a wheelchair tennis tournament, since 1994. Overseas, we donated uniforms to sports facilities for people with disabilities in Turkey while, in the Philippines, making donations to homes for elderly people. In China, we donated funds to support beautification projects. As exemplified above, we strive to contribute to society through donations and co-sponsorship in regions across the globe.

