

## **Bridgestone Vietnam sponsors Smart trash bins and Bicycles purifier for Ha Noi**

**Hanoi, December 15, 2017** - Bridgestone Vietnam donated 30 smart bins and 05 sets of Bicycles purifier for Hanoi City. This is a practical activity to address waste problems in top tourist attractions. Through donating smart trash bins which could convert solar power to electricity for phone charging and Bicycles purifier to Hanoi City, Bridgestone Vietnam has temporarily closed the meaningful journey of 2017 from the North to the South with key message "Keep the country clean and green for a better life."



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According to the data from the General Statistics Office of Vietnam, from the beginning 2017 to November 2017, Vietnam welcomed more than 11.6 million visitors, an increase of 27.8% relative to the same period of 2016. The trend of choosing Vietnam as a travel destination is a good sign for the economy. However, the side effects of this trend are widespread development of waste and pollution of lakes and rivers. And these problems remain unsolved, which causes a lot of worry for citizens and authorities.

Recognizing the situation of waste in tourist cities, Bridgestone Vietnam has run an environmental-friendly campaign with the key message "Keep the country clean and green for a better life." Specifically, Bridgestone Vietnam donated 30 smart trash bins to URENCO which is a state-owned enterprise under the Hanoi People's Committee, with unique and practical features such as dual compartments which can separate organic waste versus

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inorganic waste and reflective decals which will glow at night. In addition, some smart trash bins are designed to convert solar power into electricity supply for phone charging. These friendly applications of smart trash bins aim to remove the prejudice of the people against the image of unclean and unattractive trash bins.



*Some smart trash bins are designed to convert solar power into electricity supply for phone charging. With Bicycle purifiers, people can ride the bicycles to exercise while making contribution to the process of water purification*

Moreover, to join hands and solve the problem of polluted lakes and rivers, Bridgestone Vietnam donated and installed 05 sets of Bicycles purifier (each set will include two Bicycles purifier and purification tanks) to the People's Committee of Dong Da District. These bicycles are operated by transforming the cycling power into electricity. Using the electricity current of pedaling, the water purification system will start to filter water and divert the clean water back to lakes. With Bicycles purifier, people can ride the bicycles to exercise while contributing to the process of water purification. The act of donating smart trash bins and Bicycles purifier in Hanoi aims to encourage people to be more environmentally friendly as well as building a green and clean image of Vietnam in the eyes of international friends.

Smart trash bins and Bicycles purifier installed in Hanoi are expected to encourage people to put trash in proper places and keep the water clean. More importantly, through a series of continuous donation activities over the last two years, Bridgestone Vietnam hopes that people will be more aware of environmental protection and join hands with Bridgestone to maintain the beauty of ancient but modern and civilized Vietnam. By changing small daily

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habits of each individual, many individuals together will make a big difference to the community.



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Mr. Chris Yang, the new General Director of Bridgestone Vietnam, said that: *“Staying true to our message “Keep the country clean and green for a better life,” Bridgestone Vietnam always puts priorities on the responsibility of environmental protection. Therefore, every year, we carry out a variety of different and practical activities about environment that reflect Bridgestone’s corporate social responsibility towards a sustainable development in Vietnam. In 2016, Bridgestone’s donation of Bicycles purifier and smart trash bins in 2017 that runs from HCM City to Da Nang, Hue and finally Hanoi has received much support from government and news agencies. Bridgestone Vietnam highly appreciates those efforts and helps and hopes to strengthen the partnership with the authorities and media in this meaningful series of environmental activities. ”*

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