

## **Bridgestone celebrates Earth day 2017 by installing 100 smart trash bins in Ho Chi Minh City**

**TP. HCM, April 16, 2017** – Continuing its commitment to the environment that focuses on sustainable living for generations to come, from April 16 to April 30 Bridgestone Vietnam has launched “Bridgestone Environment Day 2017” campaign. Specifically, Bridgestone will donate 100 smart trash bins to Ho Chi Minh City Department of Natural Resources and Environment.

It is the first time that these unique smart trash bins are installed in public locations all over the city. From April 16, 2017, Bridgestone plans to set up 30 smart trash bins featuring dual compartments to separate organic waste and inorganic waste, water filtration system to grow trees and reflective decals for visibility at night on Nguyen Hue. Then the other 70 smart trash bins with dual compartments and reflective decal features will be installed in other districts of Ho Chi Minh City in April.



*Bridgestone Vietnam has launched “Bridgestone Environment Day 2017” campaign with roadshow activity and sponsor the trash bin*

As waste production continues to increase, pollution in Vietnam is reaching alarming levels. According to a study by Ho Chi Minh City Department of Natural Resources and Environment, Ho Chi Minh City produces 8000 tons of garbage per day, not including uncollected garbage all over the street and city canals. This situation has seriously damaged the environment that we

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live in, daily sanitization and urban aesthetic. Uncollected garbage is also the main reason of air pollution that directly affects the health conditions of citizens. Moreover, garbage that has not been collected tremendously pollutes both surface water and groundwater.

One reason why people litter in public space comes from limited awareness. Another reason is that the city officials have not provided sufficient facilities to increase public recycle and garbage bins. Even though there was effort coming from officials to provide public garbage bins system, it seems that this plan has not met with citizens' needs. This is why the act of littering in public space has increased significantly throughout the years. In addition, the need to re-evaluate the quality of public trash bins is highly recommended. In fact, the public trash bins being placed nowadays are not functioned to categorize between organic and inorganic waste. This makes it very difficult for waste company workers to process and recycle waste. Furthermore, these trash bins do not have the function to deodorize waste smell, which makes pedestrians feel uncomfortable. Not to mention, trash bins do not have lights attached for people to detect them at night.



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Understanding this issue, Bridgestone Vietnam has set out a campaign to provide smart trash bins in hope that Ho Chi Minh City will improve more in environmental maintenance, especially the quality and quantity of public trash bins. The smart trash bins from Bridgestone Vietnam are designed with two compartments to categorize between organic, recycling and inorganic

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waste. The outer surface of trash bins is made from fluorescent decal that can light up in the dark so that pedestrians can easily detect and place trash at the right place. Especially, smart trash bins from Bridgestone Vietnam have ultimate functions to filter water and plant trees. The special inner structure of the bins is designed with distinct filtering layers, including a Styrofoam layer to separate waste, a sand layer and a soil layer at the bottom to filter water. This clean water would penetrate back into the soil layer, connecting to the plant pots placed in car tires. By doing so, these plants are continuously supplied with clean water and subsequently nurtured for a long time. With such innovative functions, these smart trash bins will present a fresh and green feeling for the environment as well as artistic value for modern living space.

*“Bridgestone Environment Day 2017” campaign is a demonstration of our commitment to protect the environment that represents our lifelong tradition and business core values,”* says Ms. Duong An Giang, General manager of Bridgestone Vietnam. *“This year our campaign continues the journey to address the ongoing environmental problems and underline our corporate social responsibility toward environment for sustainable development. Through these meaningful activities, we want to inspire young people and citizens together with Bridgestone to take action for an environment that stays true to our message “Keep the country clean and green for a better life.”*



*Ms. Duong An Giang, General manager of Bridgestone Vietnam is sharing the content of event*

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