

Bridgestone Vietnam-The only tire company awarded Top 100 Sustainable Companies 2017

Hanoi, December 6th, 2017 – Bridgestone Vietnam was honored to be awarded as “Vietnam’s Top 100 Sustainable Companies”. This is an important milestone because until now Bridgestone is the only tire company in 2017 meeting the sustainable development criteria of VCCI, Vietnam Chamber of Commerce and Industry. Out of more than 500,000 enterprises across the country, the result recognizes continuous efforts of the company over many years.

The Corporate Sustainability Index (CSI) by VCCI was developed based on the United Nations' Sustainable Development Goals (SDGs) and includes 151 criteria divided into 3 categories: Economics – Environment – Society, Community, Labor and Human Rights, assessing the business performance in a 3-year period.



Mr. Hiroyuki Saito - Bridgestone Vietnam representative receives the award

The achievement of endless striving

Since the first day coming to Vietnam in 2010, Bridgestone has been ahead of time in the sustainable development strategies in Mobility, Environment, and People. Beside the business

About Bridgestone Corporation

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News Release



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activities, Bridgestone has carried out many meaningful projects aiming to serving society, which were recognized by the government, media and the communities.

These activities of Bridgestone Vietnam are aligned with the direction set by Bridgestone Global and Bridgestone Asia Pacific, which was launched in 2016 also based on three pillars: Mobility, Environment and People.

Especially, the Sustainable Development direction of Bridgestone at the same time are well - matching with the United Nations Sustainable Development Goals (SDGs) and VCCI Sustainable Development Index (CSI).



3 CSR Pillars of Bridgestone

Particularly, in the Economics-Environment area, Bridgestone is the leading tire brand in Vietnam and in the world providing high quality and environment-friendly products to enrich

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life experience. Notably, Ecopia EP300 launched in Vietnam this year helps saving fuel consumption up to 8%. Besides, in 2016 and 2017, Bridgestone Vietnam had innovative ideas to promote and increase the awareness of environment protection through two projects: water-purifier bicycles and smart trash bins.

On the second element of the sustainable development relating to People, Bridgestone organized “Bridgestone accompanies with Vietnamese students” from 2011 attracting over 4000 students. This was a comprehensive program to invest and develop the young generations. Other activities for elderly, the sick and under-privileged children were also deployed, notably providing water purifiers for remote areas, building playgrounds made from recycled tires for children ...

Outstanding from other sustainable businesses, Bridgestone has introduced practical programs to increase safe transportation such as the “Bridgestone Tire Safety Days”- providing complete car care service and consultancy for car owners over the country. To the truck drivers, the “Drive home safe with Bridgestone” has provided 30,000 sets of premium reflective decals, which help to improve visibility while traveling in the light-insufficient conditions.

All of the mentioned programs are typical examples of Bridgestone Vietnam’s unstoppable effort in the long-term vision of sustainable development together with the environment and community, actualizing the mission "Serving society with superior quality" from the founder.

“Sustainable development is a strategy that would open up unlimited innovative ideas. These ideas help growing the community in a sustainable way, which in return will contribute to the business”, reinforced Ms. Duong An Giang- General Manager of Bridgestone Vietnam. Being the first tire company to be selected in the Top 100 Sustainable Companies affirms proper direction of Bridgestone Vietnam.

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