

For Immediate Release
Contact: Branding & CSR Division
(+84) 901 880 813 – bridgestone.vietnam@bridgestone.com

BRIDGESTONE VIETNAM OFFICIALLY LAUNCHES “NO WASTE, NO POLLUTION” 2019

Vietnam, 24th September 2019 - Bridgestone Tires Sales Vietnam LLC (Bridgestone Vietnam) officially launches "No Waste, No Pollution" 2019 program to deliver knowledge and nurture the mindset of protecting the environment for primary students, as well as spreading this meaningful message to the community. Bridgestone Vietnam plans to approach 10 primary schools nationwide to donate more than 40 waste sorting bins and 2 tires playgrounds and many other educational gifts. "No Waste, No Pollution" 2019 is an extension of Bridgestone Vietnam's annual environmental activities, directly improving global environmental pollution and building a sustainable future as their commitment to Vietnam's community.

Biggest challenge: Global waste crisis

On average, a Vietnamese generates 1.2 kilograms of domestic waste daily. With a population of 93.7 million people, our country's total waste is about 120,000 tons per day¹. Globally, the World Bank records that total waste is approaching 3.4 billion tons by 2050, a notable rise from around 2 billion tons in 2016². Vietnam and the whole world are facing a serious waste crisis.

Amidst such an alarming environmental situation, many positive activities have been carried out to address the backlog of waste. However, the process of solving pollution issues still faces many barriers and challenges. In particular, the lack of awareness in minimizing domestic waste is an urgent issue for both the government and the community.

Joining hands with the community, Bridgestone Vietnam implements the program "No Waste, No Pollution" in 2019 for primary students in many provinces to spread knowledge and build a good mindset in protecting the environment through daily practice. Hence, Bridgestone Vietnam encourages children to take action for the environment, improving pollution situation and proactively

¹ <https://tuoitre.vn/nguoi-viet-thai-gan-18-000-tan-rac-thai-nhua-moi-ngay-20180419223150176.htm>

² <https://vov.vn/the-gioi/wb-den-nam-2050-luong-rac-thai-toan-cau-se-tang-them-70-818031.vov>

spreading meaningful messages to families and communities to build a sustainable future for Vietnam and the world.

Nurturing children's mindset for the sustainable "green future"

At key cities, Bridgestone Vietnam has integrated guidelines for sorting waste into practical gifts for students and schools such as timetables and school billboards. The company will donate 40 waste sorting bins to 8 primary schools in Hanoi, Hai Phong, Ho Chi Minh City, Binh Thuan, and Nha Trang. Besides, to motivate students to enjoy sorting their daily waste, each waste sorting bins' installation area will be decorated like mini-playgrounds.

At further locations in the South, Bridgestone Vietnam will donate two tires playgrounds. Developed based on the idea of the Olympic playground, the games not only help children enjoy healthy fun but also improve their constitution through exercise. This is also a convincing proof to the community that we can fully give the waste a new meaningful and eco-friendly life cycle.



"No Waste, No Pollution" journey has delivered knowledge of waste sorting for more than 9,000 primary school students in Hanoi to minimize environmental pollution



The waste-sorting bins are designed with bright colors, attractive illustrations to help students easily remember and sort waste.



By many interesting quizzes, students from different grades learned about environment.



The practical games also help them learn how to use the waste sorting bins.



Students happily received gifts about environmental protection.



After the event, many students proactively sorted their familiar trash as the guideline on the bins.

Mr. Sadaharu Kato - General Director of Bridgestone Vietnam shares: "Conveying the right knowledge and educating the right mindset in environmental protection for children is building the "green future". That is the core for Bridgestone Vietnam to develop the "No Waste, No Pollution" program in 2019, with an effort to tackle pollution challenges from the perspective of primary students. We hope that they can build a good mindset and habits for the environment and spread this meaningful message to their families and the community. As one of the industry's leaders, Bridgestone Vietnam is committed to continuing our efforts of "Serve Society with Superior Quality", nurturing the young generation and creating a strong foundation for the future."

In addition to the human resources from Bridgestone employees, "No Waste, No Pollution" has also been supported by the Xanh Yeu Thuong and Y Tam volunteer groups.

In the following years, Bridgestone Vietnam is committed to expanding these environmental protection education programs nationwide for primary students to a nationwide scale. The company will focus on the long-term benefits, children's and community's mindset, and contributing to building a sustainable society by balancing operations with nature, in harmony with society, and improving the quality of life for all.

About Bridgestone:

Bridgestone Corporation, headquartered in Tokyo, is the world's largest tire and rubber company. In addition to tires for use in a wide variety of applications, it also manufactures a broad range of diversified products, which include industrial rubber and chemical products and sporting goods. Its products are sold in over 150 nations and territories around the world.

Bridgestone Vietnam, which belongs to Bridgestone Corporation, officially entered the Vietnam market since 2010. It is supplying tire products across the country with philosophy "Serving Society with Superior Quality."

- End -