

For Immediate Release

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## BRIDGESTONE VIETNAM AND THE JOURNEY ON BUILDING GREEN AWARENESS FOR PRIMARY SCHOOL STUDENTS

**Ho Chi Minh, 28th November 2019** - After the prize-giving ceremony of a playground made from discarded tyres to 2 primary schools in Binh Phuoc province in late November 2019, Bridgestone Tires Sales Vietnam LLC (Bridgestone) has successfully finished the “No waste, No pollution” 2019 program. Through the program, Bridgestone Vietnam has visited 8 primary schools across the nation to host an exchange program and deliver knowledge to build a “green mindset” for nearly 30,000 students.

### The meaningful journey to cultivate a sustainable “green future”

In late November, Bridgestone employees and Y Tam volunteer group built and presented playground made from discarded tyres to 2 primary schools: Dong Tien and Dong Tam at Dong Phu district, Binh Phuoc province. The handover ceremony of the playground to the schools took place with the participation of numerous students with cheers and smiles on their faces when they immersed in the new playground. Although the playground has just been completed not long ago, it is not difficult to see smudges or paint drop everywhere due to the energetic of young students. This also indicates the interests of the students in the playground sponsored by Bridgestone. With this project, Bridgestone wishes to create a healthy playground that contributes to the physical development of students, at the same time hope that they will form awareness of recycling old items to reduce waste being discarded to the environment.



*The young students have a good time playing in the “green playground” made from Bridgestone discarded tyres.*



*The consecutive “challenges” not only bring joy but also boost physical development.*

Previously, in September and October, the "No waste, No pollution" 2019 program with Bridgestone Vietnam staff visited 6 large primary schools in Hanoi, Ho Chi Minh City and Hai Phong. Here, the message of "green living" and useful lessons on waste classification were spread to 25,000 students, contributing to building knowledge on environmental protection for children. In particular, Bridgestone has donated 40 waste classification bins to schools and decorated an eye-catching garbage bin installation area to make the activity more interesting and relevant for students. In addition, the waste classification guidelines are also integrated into applicable gifts such as timetables, school boards, etc., giving students the joy and the opportunities to apply what they've learned instantly. As a result, the "green habits" will soon be formed and cultivated. Bridgestone is strongly aware that delivering the right knowledge and educating a proactive sense of environmental protection to children today has a direct impact on nurturing the "green future" for tomorrow.



*Bridgestone integrates the waste classification guidelines into applicable gifts such as timetables, school boards, etc., to students*

### **The commitment to “Serving society with superior quality”**

In both of the aforementioned activity chains, Bridgestone Vietnam staff directly participates from the preparation stage to the completion stage, and at the same time make an effort to deliver vivid knowledge that is appropriate for primary school age. Therefore, the lessons on waste classification and recycling of old appliances become simpler, closer, more receptive and interesting. Thereby, Bridgestone contributes to nurturing "green thinking" for the future generations of the country and together with the community to cultivate a foundation to build a greener and cleaner Vietnam.







*The “No waste, No pollution” program always receives unanimous attendance from Bridgestone staff*

Sharing on the multi-dimensional benefits of the program, Mr. Sadaharu Kato - General Director of Bridgestone Vietnam - said: *“On our sustainable development journey, Bridgestone Vietnam not only do our best to bring the best quality and environment-friendly products to the world, but also devote resources to implementing projects for the community. Through the “No waste, No pollution” program in 2019, we not only try to approach and address the challenges of environmental pollution from the perspective of primary school students, but also hope that they will shape the mindset and good habits with the environment and spread the message of environmental protection to families and the community. In contrast, on this journey, Bridgestone Vietnam staff is also very much inspired by the students themselves, so we have more confidence and motivation to carry out other practical activities for the environment. In the upcoming time, Bridgestone Vietnam will continue its efforts to “Serving society with superior quality” and build sustainable social values.”*

**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.”*

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