

Skills Development

Contribute to creating better work opportunities, through providing skills development and training to the wider public

Bridgestone Corporation



Vocational training and education for local communities

The Bridgestone Group, headquartered in Tokyo, Japan, provides vocational training and education to meet the needs of local communities around the world.

Bridgestone operates in more than 150 countries and employs approximately 140,000 people. At the core of its business, Bridgestone continually works to develop people's skills and create good relationships with communities where they operate. Improving employability through developing technical skills improves the quality of life of people and communities while ensuring a sustainable business environment. Bridgestone's Global CSR commitment "Our Way to Serve" has three pillars, one of which is "Supporting People and Communities". Bridgestone provides vocational training and education aligned with its business characteristics, technology and know-how; and provides it not only to the employees but also to local communities. In particular, Bridgestone has set a global common theme of "Accessible and Inclusive Education", and is developing programs that address social issues in each country and region, such as contributing to

create jobs for young people.

For example, in Indonesia, Bridgestone operates vocational training and education facilities on the premises of factories where students learn mechanical and electrical skills professionally. It was opened in 1981 in response to a request from the local government to train skilled engineers. The cost of living, including accommodation, is free for two years, providing opportunities also for those in financially difficult situations to learn. As of the end of 2018, 754 students graduated, 54% of whom were subsequently hired by the Bridgestone Group. Other graduates are also working actively in local companies, and the training and education facilities are highly regarded for their contribution to local human resource development.

In Argentina, in 2003, Bridgestone established a "Bridgestone Corporate University (BCU)" (a higher education institution) where students can learn language and management skills on top of expertise in engineering. In 2015, the company, in partnership with local educational institutions, also created a hands-on training center which provides a specialized curriculum and accepts not only employees but also



Vocational training facility in Indonesia

business partners and local citizens and other stakeholders. Since opening, 508 people have graduated from BCU and more than 8,000 stakeholders have received training.

In addition to vocational training, Bridgestone provides schemes to promote primary education, such as providing textbooks and lecturers to meet the needs of emotional development education in China and building elementary schools in India.

Locally-led initiatives

Bridgestone's local offices are the main actors in these initiatives. Based on locally identified issues and requests from governments and educational institutions, employees at each office take responsibility to plan initiatives and conduct vocational trainings during their

working hours, to encourage employees to support these activities. In-house awards recognize activities developed by each local company. A subsidiary in Argentina that has operated nearly 100 years was awarded a "Great Place to Work" prize in Argentina. This prize was awarded based on the outcome of a survey with employees, which revealed that vocational training and teamwork based on trust among employees were key drivers for employee satisfaction.

Bridgestone is committed to continue to provide vocational training and opportunities for education as a key element for sustainable management. Bridgestone will contribute to the creation of better employment opportunities for people in the countries and regions where it operates.

NOTE



MNE Declaration
par.11, par.18, par.38



Related SDGs
Goal 4, 8, 17