



Section 6
Social Activities

Honda
ECOLOGY

6

Expanding Social Activities and Dispatching Relevant Information, Recognizing Honda's Social Responsibilities as a Global Company

Honda is aggressively conducting social activities—in addition to its corporate activities—in order to contribute to society at large. Based on partnerships with people in different positions, we are promoting social exchanges and activities all over the world. Also, we are dispatching and disclosing information in relation to environmental conservation to share more data with a wider range of people. Through these activities, Honda will participate in society more dynamically, fully recognizing its social responsibilities as a company.



Social Activities to Pass on Lush Greenery and a Love of Nature to Future Generations

Honda, as a part of its social activities, is conducting “Green Renaissance” activities for global nature conservation and is encouraging its factories and offices to harmonize themselves with local communities. Also, we are enthusiastically organizing and cooperating in a variety of environment-related events.



Plans for the afforestation of a desert in China—the “Joyful Forest” Project

Honda implemented the “Joyful Forest” Project in the Horchin Desert, within the Autonomous Region of Mongolia in the People’s Republic of China. Under the project, poplars, pine, acacia, and elms were planted.



Supporting reforestation activities

Honda has been supporting and participating in a reforestation project named the “Riverhead Forest (Tone River) Volunteer Revitalization Project.” This project for the conservation and revitalization of nature through reforestation is being undertaken by the CCC Creative Plant’s Gunma Project.



Fuel economy competition

For more than 20 years—since 1981—Honda has been holding a fuel economy competition, in which participants compete on “how many kilometers they can drive using only one liter of gasoline.”



Eco Wagon: a program for children to experience and study nature

Children participating in an “Eco Wagon Expeditionary Party,” which was held at Twin Link Motegi to provide participants with an opportunity to be in contact with nature throughout the four seasons.



Supporting employees in participating in nature experience and research programs

Honda supports its employees in participating in the research activities of international organizations involved in sustainable development and the preservation of natural resources and cultural heritage.



Cleaning operation

At Honda’s factories and offices throughout Japan, employees cooperate with local people to regularly conduct local cleaning activities. Such activities are conducted also at Honda’s business sites in foreign countries.



Publication of *Honda Philanthropy*

In 2001 Honda started to publish *Honda Philanthropy*, to outline the results of its annual social activities and has since been publishing it on a regular basis to disclose information about its social activities. Also, we introduce our activities and solicit participation in our events at our website to promote even wider communications with people.

1 “Green Renaissance” activities for reforestation, and environmental education

Honda has been conducting nature conservation activities to pass on the richness of nature to the next generation under the auspices of its Green Renaissance Office. Specifically, support is given to organizations engaged in nature conservation, such as reforestation, as well as to volunteer activities conducted by its employees and OBs. For example, the Green Renaissance Office gives support to the Desert Afforestation Volunteers’ Association, an NPO that carries out a model afforestation and agricultural project that contributes to preventing desertification through sand-arresting afforestation in the Horchin Desert of the Autonomous Region of Mongolia in the People’s Republic of China.

The office started this “Joyful Forest Project” as a joint project with the Association and the local community in fiscal 2000.

The office also provides children, who will be the major players of the next generation, with opportunities to have real contact with nature. For example, it organized “Eco Wagon,” a program that enables children to experience and study nature. Approximately 24,000 children participated in the program in total as of the end of September 2002. Also, the office established a nature observation course named “Hello Woods” in a natural forest located within Twin Link Motegi in Tochigi Prefecture, and organized an “Eco Wagon Expeditionary Party” to provide participants with an opportunity to be in direct contact with nature. Through these activities, Honda is improving its environmental

educational programs.

2 Contribution and symbiosis with local communities at domestic factories and offices

Honda, since its foundation, has been conducting its corporate activities attributing importance to “symbiosis with local communities,” which means not to cause any problems for local people, to meet as many of their expectations as possible, and to become integrated in local communities as a corporate citizen. Based on these ideas, Honda’s factories and offices are conducting a variety of cleaning and nature conservation activities.

For example, at its factories and offices throughout Japan, cleaning activities have long been conducted in cooperation with local people to regularly clean local rivers and roads.



Promoting Symbiosis with Local Communities and Supporting Environmental Activities Across the World

Honda is promoting symbiosis with local communities and supporting environmental research activities at its business sites all over the world.

1 A variety of activities promoting symbiosis with local communities and environmental conservation

Honda is promoting symbiosis with local communities and supporting environmental research activities at its business sites all over the world. For example, in the U.S., Honda of America Mfg., Inc. (HAM), which is Honda's production base in North America, holds Environmental Expos on "Earth Day,"

held by the U.S. government. Also, HAM conducts research on vegetation that is effective for soil and water conservation on the land within its premises. Furthermore, in cooperation with local NGOs and universities, it has been actively conducting surveys on the changes happening in the ecosystem that affect geese, which seems to be partially caused by climate change.



Researching and protecting the ecosystem (in the U.S.)

It has been observed that wild geese, which migrate to lakes from Canada to spend the winter, often stay at the lakes even after winter has gone. Honda of America Mfg., Inc. (HAM) cooperated in research on this issue to protect the local ecosystem, temporarily holding the wild geese for protection.

Environmental Communication



Disseminating Information about Environmental Measures through Various Channels

Honda dispatches environment-related information to society at large through a variety of media, including the Internet and brochures, and by holding particular events. Also, we are promoting environmental communication by organizing environmental exhibitions targeting local communities.



Website to introduce Honda's commitment to environmental conservation

At this website, information about Honda's environmental conservation activities is introduced, including updates about its latest activities. Various environment-related brochures can be downloaded from the website.



Low-emission vehicle fair

Honda exhibits low-emission vehicles at the environment-related events organized by municipalities to provide visitors with opportunities to see Honda's low-emission vehicles and next-generation technologies.



FAN FUN LAB

At FAN FUN LAB at Twin Link Motegi, environment-related exhibits are permanently displayed on four themes, including air pollution prevention, global warming prevention, and recycling.

1 Distributing environmental information through various media

Honda discloses information about its environmental activities by publishing *HONDA ECOLOGY* and the *Honda Environmental Annual Report*, as well as by introducing related activities at its website. At the website, environmental specifications by product and environmental news are updated from time to time. Also, Honda has attracted the attention of its customers, shareholders, suppliers, and local people, as well as society at large due to its commitment to environmental conservation. This is achieved through advertising "Honda e-TECH" (representing Honda's ecology-conscious technologies) and by using eco-marks for environment-friendly products and activities.

Environment-related marks



Symbolizing Honda's environmental measures

Honda e-TECH
ECOLOGIST CONSCIOUS TECHNOLOGY

Symbolizing Honda's application of environmental technologies to products and enthusiastic environmental measures taken in relation to the manufacturing, disposal, and recycling of its products



Clean 4
(for motorcycles)



e-SPEC
(for power products)



Green Dealer
(for dealers)



Honda Recycle Parts
(for parts)

2 Disseminating information through events and exhibitions

To promote symbiosis with local communities, Honda's factories and offices hold environmental exhibitions, conduct cleaning activities, and participate in local environmental events, such as low-emission vehicles fairs, especially in "Environment Month" every June.

At the FAN FUN LAB at Twin Link Motegi, environment-related exhibits are permanently displayed to enable children and adults to study environment-related issues in an enjoyable manner.