TRI Granted “Nagano Local Forest-Fostering Award”

Tokai Rubber Industry (Head office: Komaki-city, Aichi-prefecture; President: Yoshiaki Nishimura) announces that its social contribution activity “Tokai Rubber Forest-Fostering Project,” currently under way in Ikeda Town, Nagano Prefecture, has received the “2013 Nagano Local Forest-Fostering Award” from Nagano governor.

In this project, our employees and local residents in Ikeda jointly work on various forestry operations including planting and thinning with a view to conserving nature and reinvigorating the local community. This time the prefecture highly evaluated our contribution to maintaining forests as well as securing forestry resources in the region through this activity with local people proactively involved. This project was awarded in the category of the “effective utilization of Nagano prefectural forest-fostering tax” as it supports Nagano Prefecture’s “Adopt-Forests Project” and promotes the effective use of its “prefectural forest-fostering tax” that was introduced to facilitate forest conservation efforts.

On Wednesday, January 15th, the award ceremony was conducted at the Nagano Prefectural forestry center located in Nagano City. Toshihiko Ozaki, Director and Executive Vice President, received the award of merit on behalf of TRI from Vice Governor of Nagano Prefecture, Yasuyoshi Wada.

As an environmental conservation activity, this project has achieved significant results. In 2012, Nagano Prefecture certified that 227.3 tons of CO2 was absorbed through this project. We have recognized anew by this award that companies have a role to contribute to nurturing a better society. We are committed to actively engaging in social contribution activities further in an effort to become a company that is long loved and relied on by people around the world.
In favor of the philosophy of the “Adopt-Forests Project” advocated by Nagano Prefecture, TRI concluded a “five-year foster parent agreement” with Ikeda Town, Nagano Prefecture on July 1st, 2008. Naming its 38-hectare forests, “Tokai Rubber Forests,” we started our environmental conservation activity there. Then we extended this agreement for another 5 years in August 2012. Every year, TRI dispatches a group of volunteers consisting of our employees to the local forests in spring, summer, and autumn. They spend overnight there on a weekend, engaged in forest conservation operations such as tree planting, thinning, and pruning. They also deepen exchanges with local residents through various hands-on activities ranging from agriculture work to local food cooking. A total of about 500 employees have joined this project during the last 6 years till fiscal 2013. We are also carrying out a similar forest conservation project in Matsusaka City, Mie Prefecture in an attempt to expand our activity range.