

26 April 2018

## **Bridgestone Joins Ellen MacArthur Foundation Circular Economy 100 Programme**

*Company aims to enable faster path towards a circular economy*

Tokyo (April 26, 2018) — Bridgestone Corporation (Bridgestone) today announced that it has joined the Ellen MacArthur Foundation's Circular Economy 100 (CE100) programme with the aim of learning, building capacity, networking and collaborating with other corporations, governments and academia, in a unique forum to drive sustainable economic, natural and social capital.

A circular economy is different from a traditional linear economy in that it is gradually decoupling economic activity from the consumption of finite resources. Underpinned by a transition to renewable energy sources, the circular model builds economic, natural, and social capital. It is based on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems.

"The CE100 programme brings together leaders and innovators from around the world to unlock new opportunities for growth arising from a circular economy approach. It is this collaboration among our diverse and dynamic community that enables members to achieve faster, greater success than we ever could alone. As our first Japanese member, we are delighted to welcome Bridgestone to contribute its unique perspective to the network," said Casper Jorna, CE100 Programme Lead, Ellen MacArthur Foundation.

Among other business offerings the Bridgestone Group offers solutions combining new tires, retreads,\*1 services and IT tools to its fleet customers. The knowledge gained through this initial undertaking within the CE100 programme will be utilized to integrate the concept of a circular economy into the Group's broader business model so that it can provide new value to customers and society across all stages of tire lifecycle, including recycling, smarter use of materials, energy and information.

“The Bridgestone Group has focused on the “Environment,” as one of the Priority Areas of its global CSR commitment ‘Our Way to Serve’ and has set a long-term environmental vision for the year 2050 and beyond, for realizing an environmentally sustainable society. The realization of a circular economy will be an important part of achieving this vision,” said Christine Karbowski, Chief Administrative Officer, Bridgestone Americas, Vice President and Senior Officer, Bridgestone Corporation, and Chairperson of the Global CSR Enhancement Committee.



CE100 logo\*<sup>2</sup>

\*1. Retreaded tires are made by bonding freshly vulcanized, new treads to the tire casings so that the casings can be reused. Retreads have the following environmental benefits when compared to new tires:

1. Reduced natural resource usage due to lower requirement for use of natural rubber and other raw materials
2. Lower CO<sub>2</sub> emissions than would result from manufacturing new tires
3. Reduced tire waste due to extended lifespan of tire casings

\*2. Bridgestone Corporation is a member of the Ellen MacArthur Foundation’s CE100 Programme

**About Bridgestone Corporation:**

*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*

**About Ellen MacArthur Foundation:**

*The Ellen MacArthur Foundation was launched in 2010 with the aim of accelerating the transition to the circular economy. Since its creation the charity has emerged as a global thought leader, establishing the circular economy on the agenda of decision makers across business, government and academia. The charity’s work focuses on five interlinking areas: insight and analysis; education and training; business and government; systemic initiatives; and communications.*

Further information: [ellenmacarthurfoundation.org](http://ellenmacarthurfoundation.org) | @circulareconomy

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