

Towards GX acceleration in the tire industry – GX initiatives of Bridgestone Corporation – Masashi Otsuki

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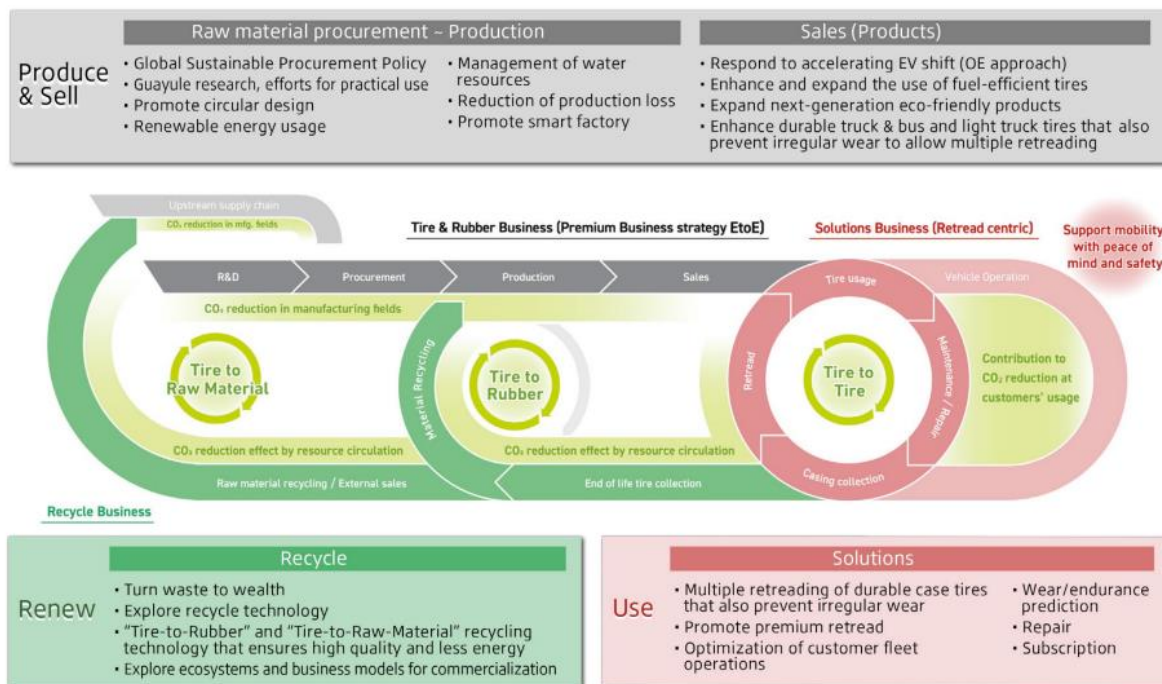
Abstract

Social trends to resolve climate change issue and to accelerate decarbonization is accelerated as we can see on the annual report of IPCC. This trend trigger investments for fossil fuel elimination and energy conservation. Government of each country initiate a several framework to mitigate this issue.

In accordance with the social trend, mobility industry accelerates vehicle electrification and trying to construct circular economy.

Supply chain must also be changed. Visualization and improvement of environmental indicators throughout the supply chain is now being developed within suppliers of various industry.

Tire industry is also required for continuous growth the industry with sustainability. In this presentation, what sustainability related technology development/activities is initiated in Bridgestone Corporation will be presented.



	2021-2023	~2030	~2050
<p>Carbon neutrality</p> <ul style="list-style-type: none"> • Realize carbon neutrality across the value chain and product lifecycle 	<p>Consolidate foundation and clarify roadmap towards carbon neutrality</p> <p>Optimize manufacturing footprint & business portfolio, enhance renewable energy use, explore new energy. Contribute to CO₂ emission reduction and gain competitive advantage through eco-friendly products & solutions business</p>	<p>Reduction of CO₂ emissions: -50%</p> <p>Contribute to reducing more than 5x our emissions</p>	<p>Carbon neutrality</p>
<p>Circular economy</p> <ul style="list-style-type: none"> • Improve material circularity • Maximize resource/tire value 	<p style="text-align: center;">Transition to a circular business model</p> <p style="text-align: center;">Explore and commercialize recycle business</p> <p>Enhance and expand recycled & renewable resources & expand retread business. Maximize value through light weight products, durable, wear-resistant Dan-Totsu Products + Dan-Totsu Solution</p>	<p>Recycled & renewable material ratio: 40%</p>	<p>100% sustainable material</p>