

# Community Engagement

## Our Approach

The Subaru Group has developed its social contribution policy in the hope of ingraining the practice of social contribution into corporate culture and to foster sincere commitment to such practice. In accordance with the policy, we promote social contribution activities in the four fields—activity in the community, environment, road traffic safety, and sports and culture—which we have selected as befitting a socially responsible transportation equipment manufacturer.

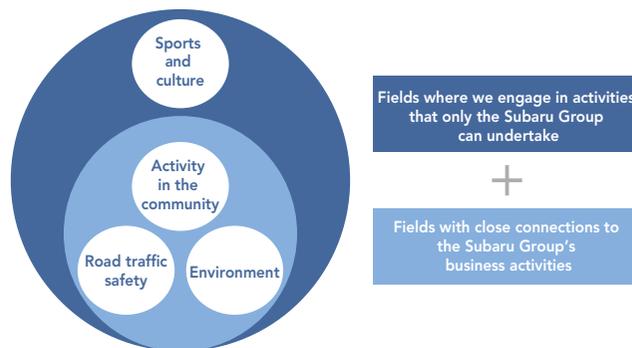
In FYE March 2020, we established a community engagement vision for 2025, in addition to a set of 2025 visions for the Group's Six Priority Areas for CSR. Aiming at this vision, we will pursue social contribution initiatives based on the decision to become a company "delivering happiness to all," as described in the mid-term management vision "STEP."

### Social Contribution Policy

1. We contribute to the development of science and technology and automobile culture and to the promotion of road safety.
2. We contribute to the fostering of human resources who understand the pleasure, importance and preciousness of creative manufacturing.
3. We contribute to the development of the communities in which we operate.
4. We support each other in contributing to society as good citizens.

Established in March 2005

## The Four Fields of Community Engagement Initiatives



### Vision for 2025

1. The background and reasons that the four fields were selected for social contribution initiatives are fully understood and ingrained across the Subaru Group.
2. The Subaru Group is developing activities in consideration of the four fields.
3. The Subaru Group's entire workforce is fully aware of the importance of community engagement

## Management System

SUBARU has established the Social Contribution Committee to actively promote and continue community engagement activities that make use of our technology and expertise. With participation of business site directors, the Committee works to advance community engagement initiatives. Under the Committee, the cross-organizational Planning Subcommittee has been created to discuss issues related to companywide activities, ranging from planning and preparation to implementation, evaluation and review. The Committee meets every six months to compile reported activity results and issues, and discuss improvement plans to invigorate efforts.

### Social Contribution Committee: organization chart



\* Renamed in FYE March 2022 from the CSR Committee.



Social Contribution Committee meeting

Initiatives

Activity in the Community: in Japan

Communication with Local Residents (Gunma Plant, Utsunomiya Plant)

SUBARU strives to communicate with people living in districts where its offices, plants and company housing facilities are located, aiming to become a corporate citizen open to the community.

At the Gunma Plant, we send representatives to town council member homes every month to exchange information and explain the company's current situation and its environmental activities. Our annual factory tours for local residents were canceled in FYE March 2021 to help prevent the spread of COVID-19. However, in the event of potential noise or vibration caused by construction work, we work to make neighbors aware of the situation in advance, visiting their homes to provide explanations and issuing postings in the area. We also make regular visits during the construction period and check up on the situation.

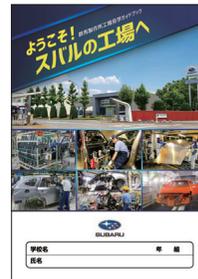
The Utsunomiya Plant organizes community events in a bid to increase communication with local residents. In addition, when conducting construction work that may generate noise and vibration, we visit the relevant community associations in advance to explain and ask for understanding from local residents. We also distribute related information directly, as appropriate, to the individual households concerned.

Factory Tours (Gunma Plant, Utsunomiya Plant)

Gunma Plant

The Gunma Plant welcomes general visitors to factory tours, and also hosts elementary school field trip programs. In FYE March 2021, though we halted new applications for factory tours as a countermeasure against COVID-19, we launched remote factory

tours and simulated factory tours at schools in November, with participation from 6,273 children across 125 schools. Since each of these are conducted at the participating schools, they offer a safe way for students to experience social studies tours in their ordinary learning environment, earning high praise from teachers. Going forward, we will also invite students from distant schools to take part in our remote factory tours, showing more people SUBARU vehicle manufacturing style.



Factory tour leaflet



Simulated factory tour



Remote factory tour

Utsunomiya Plant

Since FYE March 2018, the Utsunomiya Plant has been accepting 50 school children each year to go on Environmentally Friendly Factory Tours, an environmental education program sponsored by the Utsunomiya City government. The tour introduces a number of the plant's environmental initiatives, such as the promotion of recycling, the use of solar power and technologies for fuel efficient vehicle manufacturing. Through this activity, SUBARU hopes to help children become more aware of environmental issues.

Advancing SDGs Alongside Communities (Utsunomiya Plant)

In March 2021, the Utsunomiya Plant registered for Tochigi Prefecture's Tochigi SDGs Promotion Company Registration System. In the Tochigi SDGs Promotion Company Registration System, the prefectural government maintains a registry of declarations made by companies doing business in the prefecture in the topics of the environment, society, and economy. This system is designed to promote independent company actions toward the achievement of the SDGs. Going forward, we will be proactive in our actions here, linking growth at our business sites with growth of the region.



Registration Logo for Tochigi SDGs Promotion Companies

Community Cleanup Activities (Gunma Plant, Tokyo Office, Utsunomiya Plant, Head Office)

As part of its social contribution initiatives, SUBARU carries out cleanup activities on a regular basis in districts where its offices and plants are located.

In FYE March 2021, these events were either canceled or reduced in scope; events held were given the utmost consideration for prevention of the spread of COVID-19. At the Utsunomiya Plant, we picked up garbage and conducted cleanup activities at the employee dormitory and surrounding areas.

As a responsible community member, we will continue with these beautification activities to help conserve local environments.



Employees engaged in cleanup activities



**■ Hosting Local Community Events (Gunma Plant, Tokyo Office, Utsunomiya Plant)**

In order to build good relationships with the communities in which SUBARU's offices and plants are located, we host events on our premises. We invite local residents, as listed below, while participating in various regional community events.

In FYE March 2021, we canceled many events as a result of prioritizing the safety of local residents and employees, but we will continue to promote efforts to contribute to regional development.

**■ Mono-zukuri Classes (Tokyo Office)**

In cooperation with Subaru Techno Corporation, SUBARU holds Subaru Mono-zukuri Classes for elementary school students in Mitaka City, where SUBARU has an office. These classes teach students how SUBARU makes its vehicles, offering them the opportunity to model and run their own cars. Participants get hands-on experience, learning things like the differences between two-wheel drive (2WD) and four-wheel drive (4WD) vehicles, such as their design and handling.

In 2020, though we canceled these classes as a result of prioritizing student safety, we will continue our activities to bring the joy and importance of manufacturing to as many children as possible.



Learning about the difference between two- and four-wheel drive vehicles (FYE March 2020)

**Activity in the Community: Overseas**

**■ Factory Tours (Subaru of Indiana Automotive, Inc.)**

For several years, Subaru of Indiana Automotive, Inc. has hosted factory tours that offer an opportunity to see the car manufacturing processes firsthand and increase public understanding of SUBARU's products. SIA runs several tour courses, including hands-on programs for students using state-of-the-art robotics, 3-D printing, VR and other technologies.



Children participating in a factory tour (FYE March 2020)

**■ Participation in Manufacturing Week (Subaru of Indiana Automotive, Inc.)**

Subaru of Indiana Automotive, Inc. participates in Manufacturing Week, a manufacturing event for local children held by a local commerce association. It is designed to help students from kindergarten to high school age learn about careers available in manufacturing industries. In FYE March 2021, events were held online to help prevent the spread of COVID-19.

**■ Employee Volunteer Activities (Subaru of Indiana Automotive, Inc.)**

Subaru of Indiana Automotive, Inc. provides employee volunteer programs in collaboration with local non-profit

groups. Employees can choose from among various projects, including for food banks, environmental protection, science museums for children, and support for the homeless.



Campsite cleanup activities



Support for local non-profit adoption support organizations

**■ Participating in Local Government Trash Pickup Activity (Subaru Canada, Inc.)**

Subaru Canada, Inc. contributes to local environmental beautification through government projects. Since 2005, SCI has participated in a trash pickup campaign run by the City of Mississauga on Earth Day every year, together with other local companies. While SCI could not participate in FYE March 2021 in consideration of the state of COVID-19's spread, it has also taken part in the city's road beautification initiatives for a number of years, working on the assigned areas three times annually.



Earth Day cleanup event (FYE March 2020)



SCI employees participating in cleanup activities (FYE March 2020)

Respect for Human Rights

Quality: Automotive Business

Quality: Aerospace Business

Making Safe Vehicles

Human Resources

Customers

CSR Procurement

Community Engagement

## Environment: in Japan

### Subaru Forest Project

Launched in 2017, Subaru Forest Project symbolizes an essential mission of SUBARU as an automotive business and aerospace company: protecting its fields of business—the global environment comprising earth, sky and nature—to ensure the sustainability of both SUBARU and society as a whole.

SUBARU is working with Bifuka-cho in Hokkaido, Gunma Prefecture, and Utsunomiya City in Tochigi Prefecture, where SUBARU has close ties with local communities. We promote forest protection activities, such as for supporting forest management, tree planting and use of thinned wood obtained from forest management work. Bifuka-cho is in discussions and preparations for purchasing credits for environmental schemes, with purchase expected in 2021 or thereafter.

### Teaching a School Class (Utsunomiya Plant)

Starting from FYE March 2007 Utsunomiya Plant sends employees to local elementary and junior high schools to teach classes designed to increase children's interest in the field of aerospace and the environment, seeking to raise their environmental awareness and present a future career option. Our programs contain lectures and experiments planned to learn about global warming, primarily major causes and the significance of stopping the phenomenon, as well as the principles of aircraft flight and the structure's environment-friendly designs. In FYE March 2021, we made utmost efforts to refrain from school visits in the interest of the children's safety. Having taught 20,624 students in total at 307 schools in Utsunomiya and Handa Districts over years, this project has become an essential local community activity.



Teaching a school class

## Environment: Overseas

### On-premise Crop Cultivation (Subaru of America, Inc.)

Subaru of America, Inc. cultivates crops on fields established on the company's premises. Company employees maintain the fields themselves, harvesting an average of around 270 kg of crops per year and donating them to local NPOs. FYE March 2021 marked the 13th year since the start of the initiative. The company harvested 184 kg of crops during this year.



SOA on-premise fields

### Employee Awareness Activities for Beijing City Waste Separation (Subaru of China, Ltd.)

With new separated waste collection in Beijing City as of May 1, 2020, Subaru of China, Ltd.'s labor union conducted a Waste Separation Quiz Show over social media to help raise awareness of the practice. Quiz questions asked participants about separation methods, distributing sorting trash cans as gifts for those answering the quiz.



Quiz details

## Road Traffic Safety

### Traffic Safety Guidance (Utsunomiya Plant)

In September 2020, the Tochigi Prefecture Traffic Safety Association sponsored the Traffic Safety Fair, a community-wide traffic accident prevention event for children and the elderly. SUBARU's participation included providing parking lots for visitors from the community.



Traffic safety guidance

### Activities of the Association of Driving Safety Supervisors (Utsunomiya Plant)

At the Utsunomiya Plant, SUBARU serves as the president of the southern Utsunomiya branch of the Tochigi Prefecture Association of Driving Safety Supervisors. We work with community associations located around the plant and the Utsunomiya Minami Police Department to promote local road traffic safety activities in order to raise awareness in the southern Utsunomiya district.



Association of Driving Safety Supervisors in session

Respect for Human Rights

Quality: Automotive Business

Quality: Aerospace Business

Making Safe Vehicles

Human Resources

Customers

CSR Procurement

Community Engagement

**■ Installing Traffic Safety Signs (Gunma Plant)**

In FYE March 2018, we started an initiative to install traffic safety signs on utility poles on Ota City's school roads. As of April 2021, a total of 29 signboards have been installed in an effort to prevent traffic accidents for local residents.



School road utility poles

**Sports and Culture: in Japan**

**■ SUBARU's Baseball, Track-and-Field Team Players Coach Children**



Running clinic



In November 2020, the "How to Run Faster" Class was held at the Subaru Sports Park in Oizumi Town, coached by 10 SUBARU's track and field team members. Around 30 local elementary school children participated in the event, learning basic movements in running and studying practical training methods ahead of long-distance races in autumn.

In December 2020, the Gunma Prefectural High School Baseball Skills Training Course was held at the Shikishima Baseball Stadium, with 22 players from SUBARU's baseball team serving as instructors. Despite the many restrictions in consideration of the state of COVID-19's spread, such as alcohol disinfection, mask-wearing, and temperature checks for all participants, the high school students attended with sincere demeanor.



Baseball clinic



**■ Providing "Lifesaving Cars" to the Japan Lifesaving Association**

In supporting the JLA\*1 in its goal of zero water accidents, we provided a total of 12 Subaru Lifesaving Cars to the organization, holding a handover event on July 2020 at SUBARU's head office (Shibuya Ward, Tokyo). These 12\*\*2 Subaru Lifesaving Cars, including Forester models, were used as mobile lifesaver units from July to August 2020 on coastlines in Kanagawa, Chiba, and Shizuoka Prefectures where beaches had not been opened. The units were loaded with equipment such as rescue boards, AEDs, and first aid kits. These vehicles were also used to tow rescue watercraft, as emergency care stations, and in a variety of other capacities.

\*1 The Japan Lifesaving Association (Headquarters: Minato Ward, Tokyo, Representative: Takuya Iritani, Chairman), <https://jla-lifesaving.or.jp/>

\*\*2 11 units were provided by SUBARU CORPORATION and one unit provided by Kanagawa Subaru Inc.



Vehicle handover event



Subaru Lifesaving Car

**■ Sponsoring a Christmas Concert (Head Office)**

In December 2020, the Takofes Christmas Concert was held by the Higashi Ebisu Store Association at the EBIS303 (Ebisu Subaru Building). This concert, celebrating its fifth year since launching in 2016, was held with the joint support of local residents and companies, including SUBARU as a local corporate sponsor. The concert was held with rigorous measures taken to prevent COVID-19 infection. The 178 attendees enjoyed a powerful and splendid performance from the professional orchestra.



Christmas concert performance

## Sports and Culture: Overseas

### ■ Drive-in Movie Event (Subaru Canada, Inc.)

Subaru Canada, Inc. held a drive-in movie viewing for SUBARU owners. Due to the COVID-19 pandemic, the event was held with due caution; participants were provided with masks and alcohol disinfectants. Guests expressed their thanks for being able to attend a safe, fun event even during the difficulties of the COVID-19 pandemic.



Drive-in movie event

## Response to the Spread of COVID-19 (Domestic)

### ■ Donating Specially Designed Anti-Droplet Vehicle

In September 2020, SUBARU donated a specially designed vehicle for transporting patients infected with COVID-19 to Ota Memorial Hospital, developed by the Engineering Division. This transport vehicle's driver's seat and rear seats are separated by a special transparent film, and the driver's seat area is constantly pressurized in order to prevent secondary infection from the patient riding in a rear seat. This design allows drivers to transport sick patients with peace of mind.



The Forester transport vehicle

### ■ Production/Donation of Medical-Use Face Shields (Gunma Plant, Tokyo Office)

In cooperation with our corporate business partners, SUBARU has produced 13,600 medical-use face shields with a team of around 500 people.

These shields have been delivered to medical institutions in Gunma, Tochigi, Aichi, Tokyo, and Hokkaido, where SUBARU has business locations. Shields were also provided to boards of education in some regions. Through our efforts, medical and educational sites have had better access to face shields.



Medical-use face shield

### ■ Donation of Disinfection Stands and Volunteer Activities in Handa City, Aichi Prefecture (Handa Plant)

SUBARU created a number of foot-operated disinfection stands using aluminum materials from dollies and shelves used in-house, donating 100 stands to the City of Handa, where SUBARU has an office. These donated stands have been installed in major public facilities around the city, such as hospitals, kindergartens, schools, and the city hall.

After a number of discussions with the city about how to make local contributions amid the spread of COVID-19, we also helped in cleaning gutters, pruning trees, and painting playsets and gates at twelve elementary schools and six kindergartens in the city.



Disinfection stand donation



Letters of appreciation for SUBARU's cleanup activity

### ■ Distributing Training Videos for Those Spending Time at Home

In May 2020, SUBARU athletic teams released a series of videos on our official YouTube channel. The videos offer easy ways to exercise at home for those who are not quite exercising enough due to staying indoors.

The track and field team published videos on exercising and stretching, while the baseball team published videos on exercising and defensive fielding techniques. These were created with the hope that people will be able to stay healthy in both body and mind even while they stay indoors.



YouTube video (Japanese version only)

## Response to the Spread of COVID-19 (Overseas)

### ■ Donating Vehicles to Local University Hospital (Subaru of America, Inc.)

Subaru of America, Inc. donated an Ascent SUV to Cooper University Health Care, a local university hospital in New Jersey. In the U.S., university hospitals field more than 40,000 requests for emergency medical services annually, a number expected to increase further amid the spread of COVID-19. The Ascent provided will be used as an auxiliary vehicle for these emergency medical services.



Donated vehicle

**Donation, Volunteer Activities, etc.: in Japan**

**Voluntary Employee Donation System**

SUBARU has implemented a system where employees can easily use the company welfare program to donate to important causes. In the event of a disaster, we also offer easy donation through temporary special contact points to support the affected areas.

In addition to using the company welfare program to donate in the event of a disaster, we have expanded options for employee participation as of FYE March 2021 to include our SUBARU Online Donation BOX.

In December 2020, SUBARU's employees were awarded the Golden Order of Merit\*3 by the Japanese Red Cross Society for their donations.



\*3 The Golden Order of Merit is awarded by the Japanese Red Cross Society to companies and organizations for donating operating funds that exceed a determined amount.

The Golden Order of Merit

**East Japan Reconstruction Support Sales Events (Head Office)**

We hold special sales events in-house with participation from the three prefectures of Iwate, Miyagi, and Fukushima, all of which were severely damaged by the Great East Japan Earthquake. These events are held under the theme of direct employee action. In addition to helping with the sale of special products from each prefecture, these events also offer a place where they can provide information about recovery status and tourist attractions.

In FYE March 2021, we canceled in-person sales events,

altering them to an online format where employees pre-order goods. We will continue to support the recovery of these regions while adapting how these events are held in keeping with the situation.



Sales event at a SUBARU conference room (FYE March 2020)



**Donations to Charitable Organizations through Bazaars Utilizing Commercialization Rights**

Since 2014, the Intellectual Property Department has been holding charity bazaars utilizing commercialization rights at local community events and in-house bazaars. At these bazaars, SUBARU sells free samples received from manufacturers selling its minicars. Proceeds from sale are donated to organizations supporting children orphaned by traffic accidents. In FYE March 2021, though bazaars were canceled since their hosting local community events were canceled, SUBARU will continue to provide support going forward.



In-house bazaar (FYE March 2017)

**Donation, Volunteer Activities, etc.: Overseas**

**Blood Drive (Subaru of Indiana Automotive, Inc.)**

Subaru of Indiana Automotive, Inc. (SIA) has been running a blood drive twice a year since 1991. In 2020, around 750 employees in total donated blood at sessions taking place in the company in June and December. Over the last 30 years, SIA has donated approximately 15,000 units of blood to over 80 hospitals in

Indiana. This achievement was recognized by the Versiti Blood Center of Indiana.



Employees making a blood donation



**Donation of Recycled Clothing to Economically Disadvantaged Regions (Subaru of China, Ltd.)**

Subaru of China, Ltd.'s (SOC) labor union facilitated a donation program, sending unused clothing to people living in economically disadvantaged regions. A total of 436 items of clothing were collected from 23 SOC employees and donated.



Donation certificate



Employees making a clothing donation

**Donation to the Japan Business Society of Detroit (Subaru Research & Development, Inc.)**

Subaru Research & Development, Inc. made donations to the Japan Business Society of Detroit (JBSD), a Japanese business organization in the state of Michigan. Donations are used for scholarships and cultural activities. While Subaru Research & Development, Inc. had made four donations for a number of years, the company only donated three times due to voluntary restrictions on activities from COVID-19 in FYE March 2021.