

Honda corporate social responsibilities

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general news HONDA Corporate Social Responsibility March 24, 2008 Honda Motor Co., Ltd (Japan), the mother company of the Honda Group of Companies in the Philippines was established in 1948. Since then Honda Motor has continuously sought to contribute to society by creating products of the highest quality and advance technologies. It has also undertaken Social Responsibility initiatives, seriously. Thus, the Honda Group of Companies in the Philippines composed of Honda Philippines, Inc., (HPI), Honda Cars Philippines, Inc. (HCPI) and Honda Parts Manufacturing Corporation (HPMC) has drawn and implemented not only Policies of Corporate Governance and compliance with laws but it has also established the Honda Foundation, Inc. and registered it with the Securities and Exchange Commission (SEC) on December 23, 1992. Initially, the foundation focused on the areas of cultural and business ties between the Philippines and Japan, and providing financial assistance to deserving Filipino citizens who desire to pursue studies in Japan. In 2003, seeing that the objectives must be responsive to the needs of the times, the Articles of Incorporation of the Foundation were amended to include projects in the areas of : Environmental Protection (and Safety), Youth Development (Education), Job Creation without engaging in recruitment and Poverty alleviation (Philanthropy). Since then, Honda has implemented programs pursuant to these advocacies. Honda's programs are simple and yet have managed to touch the lives of Filipinos thru initiatives jointly with government agencies and reputable non-government organizations thru individual Company efforts and/or thru the Honda Foundation, Inc. In the area of Environmental Protection, Honda group partnered with the ABS-CBN Bantay Kalikasan —

Save the La Mesa Watershed project, among others, by joining tree-planting activities in La Mesa Watershed since 2002. To date, Honda has planted 4, 150 seedlings in 13 hectares at the La Mesa Watershed. Honda Philippines, Inc. (HPI), and the Honda foundation, Inc. (HFI) also signed Memoranda of Agreement with ABS-CBN Foundation Bantay Kalikasan - Bantay Baterya project. This is a joint project of ABS-CBN Foundation, Inc., Philippine Recyclers Inc. (PRI) and the Environmental Management Bureau of the DENR. The project is done through massive recovery of pollution causing used lead-acid batteries and recycling campaign. To date, HPI/HFI has donated a total of 12, 900 kg. equivalent to Php. 268, 635. Proceeds of these donations are to be used by the ABS-CBN Foundation for its Bantay Kalikasan projects particularly the preservation of the La Mesa Watershed. Preservation of the LA Mesa Watershed is important because it supplies Metro Manila with its drinking water. Additionally, it is to be noted that it is not only the proceeds from recycling that is important but the landfill space saved of 18. 33 cubic meters. HCPI has also partnered with ABS-CBN Bantay Kalikasan —Bantay Baterya Project. They have made an initial donation in 2004 and in 2006 have renewed its commitment to the Bantay Baterya Project with the signing of a Memorandum of Agreement with the Honda Cars Suppliers Association. In the its advocacy for Safety, Honda has established the Honda Safety Driving Center (HSDC) which is slated to operate in the second quarter of 2008, and continues to sponsor safety-riding seminars for MC solo riders and tricycle drivers as well. Safety signages sponsored by Honda are also installed in strategic places to remind drivers of the importance of safety. Honda believes that the key to success of a nation is Education and job

Creation. With good education, the youth will have better opportunities to get a job. Honda helps the youth realize their dreams. Since 2006 to the present, Honda has established five (5) Honda Rooms in Metro Manila (Don Bosco Technical Institute and Tuloy Don Bosco Foundation Inc.), TESDA Lipa-Batangas, Davao and Cebu. The project consists of a Memorandum of Agreement between the beneficiary and Honda for a Motorcycle Mechanics course. To facilitate their study Honda provides the equipment, tools, and training modules necessary in their training. Graduates of the training course are given on-the-job-training (OJT) at HPI and if they qualify, are sent to the MC Dealers for possible employment. HCPI on the other hand donates engines and transmission. As part of its Adopt-a-School project, Honda also donated, Educational —DVD package to public elementary schools to schools near its facilities. Honda also donated used computers, books for schools library. In its advocacy for Philanthropy, since 2003, Honda Philippines Inc. initiated Medical and Dental Missions for communities who are victims of floods, landslides and other calamities by giving cash donations to calamity victims thru ABS-CBN Foundation and the Gawad Kalinga in the amount of Php. 1, 000, 000 each. Honda associates also went to Bicol and participated in the GK Bicol Build activity. The Service staff of HPI also had a service caravan to assist motorcycle owners whose Motorcycles were affected by floods mudslides and other effects of typhoons. These are only a few of the activities of the Honda group for its advocacies in Environmental Protection (and Safety), Youth Development (Education), Job Creation (without engaging in recruitment) and Poverty alleviation (Philanthropy). For the coming fiscal year 2008 - 2009, Honda has mapped out its plans to further

involve itself in helping those who have less in life. In brief, HONDA aims to be not only the leader in the industry by offering products which are safe, of the highest quality, and at reasonable and affordable prices, but it also implements its Social Responsibility seriously. Thus, striving to be a company that “ society wants to exist. ” by: Atty. Tessa Herrera-Tan of Honda Foundation Inc.