



## Philanthropic initiatives in Europe/Middle East/Africa

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### Highlights

#### Honda Access Europe N.V.

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##### Supporting children's health care

Honda Access Europe provides charitable donations to non-profit organizations in Belgium that work to improve children's health care. Honda Access Europe also supports organizations that work to improve health care in developing countries.

#### Honda Belgium N.V.

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##### Providing scholarships to study in Japan

In cooperation with other Honda companies in Belgium, Honda Belgium has supported the Honda Belgium Foundation since 1981. Established December 19, 1980, the Honda Belgium Foundation works to establish deeper ties between the people of Belgium and Japan by supporting research on the culture and technology of Japan, holding and supporting exhibitions on Japan, fostering study of the Japanese language and providing scholarships to persons wishing to study in Japan. In FY2009, Honda Belgium NV and other Honda companies in Belgium provided scholarships to three Belgian college students to pursue their dream of studying in Japan.

##### Providing internships to high school students

Each year, Honda Belgium offers internships to high school students, helping them fulfill the requirements of their schools' curricula while learning valuable job skills. In the selection process, the departments at Honda Belgium review the internship applications, looking for students whose backgrounds and aspirations are a good fit. Then, with a focus on the surrounding city of Aalst, Honda Belgium selects several students to participate in internships lasting two to four weeks, in which the students gain knowledge and experience that will benefit them for their entire careers.



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#### Honda Europe N.V.

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##### Fostering tomorrow's talent

Honda Europe is a supporter of the Visitatie Technical School near the Honda facility in Ghent, Belgium. The school is dedicated to providing students an inside look at how companies work to better prepare them for their careers. Each year, Honda Europe welcomes the third-year class (15- to 16-year-olds) for a company visit. The students get to see the warehouse and have a look at how the logistics of supplying cars worldwide functions.

#### Honda France Manufacturing SAS

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##### Benefiting the Red Cross

In FY2009, Honda France Manufacturing donated six generators to the Red Cross and also held a blood drive that collected substantial quantities of blood for the international organization. The goal of both initiatives was to extend help to victims of disasters.

#### Honda Bank GmbH

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##### Providing internships to high school students

In Germany, all ninth-grade high school students are required to participate in a two-week internship at a company of their choice. Students learn about different jobs, workplaces, fields and the structure and function of companies. Honda Bank received its first application from a German student in January 2009 and offered her an internship that met the requirements of her high school curriculum. Over the course of two weeks, the student experienced roles in all departments, including Sales, Marketing, Retail Financing, Wholesale Financing, Controlling, Internal Audits, Risk Management and IT. Going forward, Honda Bank plans to offer a similar internship to one or two students each year.



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#### Honda Bank GmbH

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##### Teaching children the value of money

Willi Turturica works for Honda Bank, which specializes in vehicle finance, so when his daughter's teacher mentioned she was looking for an expert to teach local students about financial responsibility, he offered to help. With the support of his company, Mr. Turturica planned and taught a set of two seminars for 7- to 8-year-old students. The children learned about the history and uses of money, why different currencies have different values, and the concept of price. The purpose of the program was to enrich the curriculum and support the educational efforts of parents by teaching children how to manage money responsibly and thus help combat youth debt, an important social problem in Germany. The program was very well received, and Mr. Turturica is now planning another module in which he will teach students about markets.



#### Honda Motor Europe (North) GmbH

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##### Supporting the Schaalsee Biosphere Reserve

Honda Motor Europe (North) has provided €200,000 in total to support environmental conservation activities in Germany, of which amount €30,000 has gone to the Potsdam Institute for Climate Impact Research. Since 2004, Honda Motor Europe (North) has had a sponsorship relationship with the Schaalsee Biosphere Reserve, a 303 km<sup>2</sup> UNESCO MAB (Programme on Man and the Biosphere) biosphere reserve located in Mecklenburg-Vorpommern in northern Germany. Drawing 70,000 visitors a year, this biosphere is centered on the Schaalsee lake and contains a wide variety of animal habitats in its forests and wetlands. To support biosphere maintenance, Honda Motor Europe (North) donates Honda power products to the biosphere staff, thus far contributing three marine outboards, two brush cutters, three lawnmowers, one water pump and two generators. As a sponsor, Honda promotes its environmental activities and 4-stroke technologies in the biosphere welcome center. In 2009, Honda worked with UNESCO to promote environmental responsibility at Germany's largest garden show for end users, Bundesgartenschau 2009 Schwerin, which drew approximately 2,000,000 visitors.



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#### Honda Motor Europe (North) GmbH

##### Donating a vehicle to a local school

In making charitable donations, Honda Motor Europe (North) seeks to provide Honda products so that the recipient becomes more familiar with what Honda offers as a company. In FY2009, Honda Motor Europe (North) donated a used Honda vehicle worth €15,000 to a local technical school to support its efforts to provide excellent vocational education to local communities.

#### Honda Automobiles Italia S.p.A.

##### Civic Hybrid vehicles go to town in Italy

Providing Civic Hybrid vehicles for use by local municipalities and community residents, Honda Automobiles Italia ran a campaign in FY2007 to raise environmental awareness in Italy. The vehicles were put at the disposal of local mayors for several months. In a related event, a display was set up in town centers with the help of local dealers to give members of each community an opportunity to go for a drive. The campaign was rolled out to Bologna, Trieste, Pescara and Naples.

#### Honda Italia Industriale S.p.A.

##### Honda Riding School

Since 1998, Honda Italia Industriale has conducted the Honda Riding School, an exciting outdoor experience through which both skilled riders and complete beginners can advance their knowledge of safe motorcycle and scooter riding under the instruction of qualified Honda associates. Held at special events across Italy, the Honda Riding School introduces the fun and excitement of riding to new generations while advancing the cause of safety in Italy's mobile and dynamic society. During the experience, a special riding course with a variety of obstacles and challenges allows the Honda instructors to replicate real-life situations and instruct each rider according to his or her skill level. In FY2008, 30 associates, considered among the most skilled and experienced riders in Honda Italia Industriale, conducted the Honda Riding School at seven different events, drawing 339 participants. Four of these events were Honda Festivals, where Honda owners could experience riding on a racetrack. The Honda Riding School also took place at the yearly Biker's Festival and at two Honda in the City events, urban extravaganzas put on with Italian flair.



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#### Honda Portugal S.A.

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##### Cleaning beaches with the Honda Beach Cleaner

A specially designed rake and sieve apparatus towed by an ATV to remove debris from sand, Honda's innovative Beach Cleaner first took to the seashore in Japan in May 2006. The campaign went global in 2007, with Honda Portugal and EMAC, a public utility in the Cascais area, leading test cleaning on three local beaches starting in May 2007. Achieving impressive results, Honda Portugal cleaned Carcavelos beach to commemorate World Environmental Day on June 5, 2007. Almost all Honda Portugal associates participated in the event, helping transport the Beach Cleaner to the beach and rolling up their sleeves to help with the work. EMAC staff also participated, helping with the collection of trash. Honda Portugal prominently displayed the Beach Cleaner at a local environmental festival in 2008.



#### Honda South Africa (Pty.) Ltd.

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##### Supporting school safety officer training

In FY2009, Honda South Africa supported a Basic Training Workshop for school safety officers in the province of Eastern Cape. In Queenstown and Whittlesea, Honda helped provide support for officers at 90 schools, who gained valuable information on safety and self-defense, as well as the skills needed to pass on their knowledge to teachers and students.



##### Supporting Enduro Africa

Enduro Africa is a motorcycle adventure that supports four causes: UNICEF, Sentebale, the Nelson Mandela Children's Fund and Touch Africa. In September 2008, Honda South Africa supported Enduro Africa and the Nelson Mandela Children's Fund, which improves the lives of young children with AIDS in South Africa. As its contribution, Honda South Africa replaced the desks and chairs in a local school and donated a Honda generator. To help treat the sick children, the company also provided medical supplies and transportation to teachers and doctors.



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#### Honda Automoviles Espana S.A.

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##### Support of Active Africa

Mindful of Honda's aspiration to be a company society wants to exist, associates of Honda Automoviles Espana, Honda Finance Spain and Honda dealers collected 101 bicycles for Active Africa, a Spanish non-governmental organization contributing to social welfare in Malawi and Kenya in Africa. Due to a lack of roads and other infrastructure, doctors and teachers in Malawi require bicycles to visit their patients and students. To help them achieve the mobility they need, Honda associates launched a one-month campaign to collect bicycles, placing posters in dealerships and networking with colleagues to solicit donations. As a result of these efforts, Honda associates and customers alike provided bicycles and monetary contributions. The associates presented Active Africa with the bicycles they had collected and purchased at a special ceremony held on Corporate Day, a yearly event in which all Honda Automóviles España and Honda Finance Spain associates join together to celebrate Honda values and engage in team-building activities. Active Africa expressed appreciation for the donations, and the associates were proud to contribute to the development of a society in need.



##### Honda environmental technology presented in Spain

Established in 1948, the Sociedad de Técnicos de Automoción aims to promote the development and understanding of automotive technology. Honda Automoviles Espana presented Honda's hybrid technology at the society's 2006 conference, distributing technical information and offering test drives to the 200 participants.



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#### Honda Turkiye A.S.

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##### Supporting the Kocaeli Provincial Afforestation Project

In FY2009, Honda Turkiye provided over 50,000 TL in financial support to the Kocaeli Provincial Afforestation Project. The provincial government planted over 900 trees in a 3.5 ha area located near the local Honda plant.

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##### Civic special-needs vehicle donated

In support of the government-sponsored Rainbow Project, Honda Turkiye is working to help raise the living standards of disabled individuals. In addition to financial support, Honda is putting its technology to work to help people. At an event on December 3, 2006, International Day of Disabled Persons, the company donated a Honda Civic special-needs vehicle to help an individual with disability become more active.

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##### Honda Commemoration Forest

At the Istanbul Motor Show held November 2006, Honda presented its hybrid technology for the first time in Turkey, promising to work proactively to fulfill its commitment to the environment and the community. As one new initiative, the Honda Commemoration Forest was opened with the cooperation of the Turkish Foundation for Combating the Erosion of Soil, Afforestation and the Protection of Natural Resources. Throughout the duration of the fair, visitors to the Civic Hybrid display were presented with a personalized certificate representing a young tree planted in their name in the Forest.



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#### Honda Finance Europe PLC

##### Supporting BEN

BEN is a charity for the automotive and automotive finance industry, helping people in need due to ill health, commitments to care for family members or financial difficulty. Since 2006, Honda Finance Europe has supported BEN, providing £0.58 for each new customer financed. In 2008, Honda Finance Europe donated £7,083 to BEN. In addition, a significant percentage of Honda Finance Europe associates are gold members of BEN, personally donating to the charity each month through a direct debit.

#### Honda of the U.K. Manufacturing Ltd.

##### Supporting the Safe Drive, Stay Alive program

Born of a Wiltshire fireman's desire to prevent the collisions he regularly dealt with in his work, Safe Drive, Stay Alive uses impactful visual presentations and moving personal testimonies to teach young people the importance of safe driving before they become drivers. Since 2005, Honda of the UK Manufacturing has contributed £85,000 to the program, each year sponsoring an education officer in the local fire brigade who coordinates the program in local schools. In FY2009, Honda of the UK Manufacturing helped bring Safe Drive, Stay Alive to over 8,000 teenagers from 56 schools and colleges in Swindon and Wiltshire.

##### Supporting Swindon Academy

In the UK educational system, an academy is a secondary school funded by the national government with substantial contributions by private sponsors. Academies help address the issue of low academic achievement in a community by providing a beacon of excellence to students ready to take on a challenge. In the five-year period 2006 to 2011, Honda of the UK Manufacturing has committed to investing £1,000,000 in Swindon Academy, which has a specialism in Science with Business and Enterprise. In addition to financial support, Honda offers students of the academy a wide variety of innovative programs, in which associate volunteers play an essential role. In Honda's Prepare for Work workshops, students go through a practice recruitment process from initial application to mock selection tests and learn about the rigors of the modern hiring process. Honda also provides extensive support to the scientific curriculum of the school and is involved in science fairs on an ongoing basis.



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#### Honda of the U.K. Manufacturing Ltd.

##### The HUM Safety Challenge

In accordance with the principle of respect for the individual and the Honda manufacturing principle of "There can be no production without safety," Honda considers the well-being of its associates a fundamental responsibility. At the same time, Honda seeks always to give something back to society, helping to create a brighter future for everyone. Since 1999, Honda of the U.K. Manufacturing has realized both of these ideals through the Safety Challenge, a program that promotes safety awareness for associates and contributes to society by raising money for worthy causes. The Safety Challenge has a global effect on associates' understanding and experience of safety issues. Every work team in every manufacturing area participates, keeping its own detailed safety statistics. Each time a work team achieves its target (for example, completes 80 consecutive accident-free full shifts, or "safe working days"), the company makes a donation to the team's selection from a database of preferred local charities. To date, associates have raised over £100,000 for causes of their choice. In addition, the Safety Challenge instills in associates a greater awareness of society's needs and encourages them to contribute further of their own accord, creating a philanthropic ripple effect well in excess of its already significant monetary results. The actions of the associates also contribute to an increased awareness of safety issues to the industrial community and beyond. Both as a safety awareness initiative and as a philanthropic endeavor, the Safety Challenge has become a popular, long-running and highly successful program.

