



# Social Activities

In the area of social activities, we are promoting global nature conservation activities facilitated by the Green Renaissance Office, and our business sites are conducting cooperative activities with local communities. Also, through various media, including the Internet and printed brochures, and by holding related events, we are disseminating diverse environmental information to society at large.

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### 1. Support Reforestation Activities in Japan

Honda has been supporting and participating in a reforestation project titled "Riverhead Forest (Tone River) Revitalization Project by Volunteers." This event for the conservation and revitalization of nature through afforestation is held by the CCC Creative Plant's Gunma Project at the source of the Tone River and in the upper reaches of the Minakami-Naramata Dam. In fiscal 2002, a total of 76 Honda employees participated as volunteers in the thinning out\* of alders in July and in the planting of beech trees in October.

In the future, Honda business sites will lead the activities to support domestic reforestation in each region.



\*Thinning out: to fell trees except those to be cultivated

Thinning out (reforestation activity conducted in Minakami)

### 2. Plans for the Reforestation of Deserts in China—the "Joyful Forest" Project

The "Joyful Forest" Project was started in 2000, to contribute to preventing rapid desertification through sand-arresting afforestation in the Horchin Desert in the Autonomous Region of Mongolia in the People's Republic of China. Since its start, Honda has been giving financial support and dispatching volunteers to the project and has been participating in the formulation of the specific projects.

In fiscal 2002, the fourth volunteer afforestation project took place from May 18 to 25, and the fifth from September 14 to 21. Three years from the start of planting activities, the participants of the project could see that the "Joyful Forest" was indeed successfully growing. In the fifth project, before volunteers started planting trees, a seminar on desertification and afforestation was held outdoors in the desert for pupils of a local elementary school. Pupils earnestly listened to the lecturer.

Honda gave financial support for the elementary school to construct a new dormitory building. As a result, the construction work, which had been suspended due to a lack of financial resources, restarted and the new dormitory building was completed to provide pupils with a better learning environment.



Carrying water by bucket relay

### 3. Eco Wagon

The Eco Wagon is a program, mainly designed for children, to help them experience and study nature. Honda holds this event in cooperation with the retired Honda employees, visiting schools in a Honda wagon loaded with natural materials obtained from the sea and mountains. In fiscal 2002, a total of 10,600 persons participated in the program. In particular, we received a lot of requests from elementary and junior high schools to hold this program for the "comprehensive study class" started in these schools in April 2002, and we held it as a class on the environment in cooperation with teachers. Of the programs held, approximately 80% provided participants with the opportunity to actually touch natural materials such as thinned wood, and the teachers and pupils participating in the programs stated their desire to participate in them again in the future.

In fiscal 2001, as the second step in the Eco Wagon program, an "Eco Wagon Expeditionary Party" was held to provide participants with the opportunity to be in contact with nature in different seasons. The tour was held quarterly in the "Hello Woods" within Twin Link Motegi in spring, summer, fall, and winter.

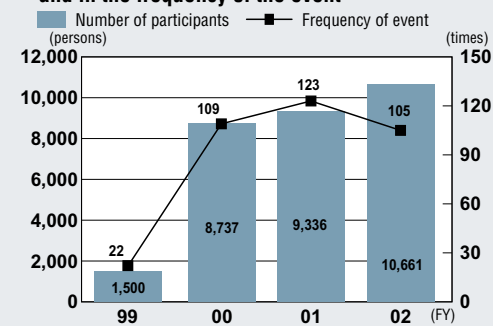


Parents and children experiencing woodworking together



Searching for beetle larvae in the winter

#### ◆ Transition in the number of Eco Wagon participants and in the frequency of the event





# Social Activities

## Support to NGOs and Environment-Related Foundations

In fiscal 2002, the Philanthropy Office gave support to 5 organizations engaged in environment-related social activities.

## Cooperative Activities with Local Communities

Every Honda business site is in the process of implementing environmental exhibitions, cleaning operations and taking part in local environmental events in a general commitment toward cooperation with the local communities. In fiscal 2002, we conducted activities, setting the theme of "Let's review our lifestyles for the future" especially for "Environment Month." Also, in continuation from the previous fiscal year, various activities were conducted to attain the objectives of "cooperative activities in closer harmony with local communities" and "enhancement of the environmental morale of employees." The number of local environmental events in which Honda employees participated totaled 35, and these were participated in by a total of approximately 270,000 people. The environmental exhibitions held by Honda business sites, in which each person demonstrated their own ways of commitment to the cooperation with their local communities, attracted an increasing number of exhibitors and participants from local communities. Thus Honda's cooperative activities have certainly taken root in local communities.

## Cooperation in Environmentally Friendly Vehicle Fairs and Support for Environment-Related Seminars

Honda has exhibited its environmentally friendly vehicles at environment-related events held mainly by the national and local governments, and has given support to environment-related seminars held at such fairs. In fiscal 2002, we exhibited our vehicles at or gave support to a total of 21 environment-related events.



Environmentally Friendly Vehicle Fairs

## Other Activities

Honda is also conducting various other social activities besides its environment-related ones.



## Environment-Related Prizes and Awards Won by Honda

Name of prize	Sponsored by	Prize winner	Date of award
Awarded the Best Paper Award for the development of an engine for the CIVIC GX	International Association for Natural Gas Vehicles (IANGV)	Honda R&D Co., Ltd.	January 2002
Officially commended by the Minister for its contribution to the prevention of global warming through the use of the GX390K1 natural gas engine	Japan's Ministry of the Environment	Wholesalers' cooperative associations of marine products and vegetables in Sapporo	December 2002
Awarded the Nihon Keizai Shimbun Award (Best Product Award) of the 2002 Nikkei Excellent Product and Service Awards for the FCX	Nihon Keizai Shimbun, Inc.	Honda Motor Co., Ltd.	February 2003
Awarded the Masuda Award of the Nikkan Kogyo Shimbun's 2002 Best Ten New Products Prize	Nikkan Kogyo Shimbun, Ltd.	Honda Motor Co., Ltd.	January 2003
Awarded the Fujisankei Communications Group Prize of the 12th Global Environment Award for the FCX and environmental conservation activities	Fujisankei Communications Group and The Japan Industrial Journal	Honda Motor Co., Ltd.	January 2003
Awarded the Minister of Economy, Trade and Industry Prize of the Fiscal 2002 Energy Saving Awards for the CIVIC Hybrid	Energy Conservation Center, Japan (ECCJ)	Honda Motor Co., Ltd.	February 2003
Awarded the Energy Conservation Center, Japan Chairman's Prize at the Fiscal 2002 Commendation for Outstanding Examples of Energy Saving	Energy Conservation Center, Japan (ECCJ)	Honda Motor Co., Ltd. Sayama Plant of Saitama Factory	February 2003

# Environmental Communication

As an integral part of our environmental management commitment, we are engaged in a wide range of communication activities to enhance mutual understanding between Honda and our stakeholders, including our customers and the local communities where our factories and offices are located.

We also provide a range of environmental information to the general public through various media and the Internet.

## 1. Establishment of a Liaison Section

Liaison Sections are set up based on the environmental management system to coordinate communications at the local level in dealing with opinions and requests from residents in the community. Every factory and office also organizes environmental exhibitions as part of their cooperative activities with the local communities in which they operate.

## 2. Dissemination of Environmental Information through the Media and Events

Honda discloses environmental information related to its corporate activities by the following means.

<b>Brochures</b>	<ul style="list-style-type: none"> <li>• Honda Environmental Annual Report (Environmental annual report)</li> <li>• Honda ECOLOGY (Description of environmental commitment)</li> <li>• Publication of other booklets on environmental topics</li> </ul>
<b>Internet</b>	<ul style="list-style-type: none"> <li>• Honda Web Site <a href="http://www.world.honda.com/environment/">http://www.world.honda.com/environment/</a> (Disclosure of a full range of environment-related information, including the above brochures)</li> </ul>
<b>Facility</b>	<ul style="list-style-type: none"> <li>• FAN FUN LAB <a href="http://www.honda.co.jp/fanfunlab/">http://www.honda.co.jp/fanfunlab/</a> (Environment-related exhibition at the Twin Link Motegi facility)</li> <li>• HELLO WOODS <a href="http://www.honda.co.jp/hellowoods/">http://www.honda.co.jp/hellowoods/</a> (Field events letting participants experience nature through play in which nature at the Twin Link Motegi is a key element)</li> </ul>
<b>Event</b>	<ul style="list-style-type: none"> <li>• Cooperation with environmentally-friendly vehicle fairs, etc. (Positive participation in various events organized by central and local government authorities and by companies)</li> <li>• Holding environmental exhibitions</li> <li>• Presentation events for the announcement of new vehicles and/or new technology</li> </ul>
<b>Advertising</b>	<ul style="list-style-type: none"> <li>• Corporate advertising (e-TECH)</li> <li>• Product advertising/product catalogues</li> </ul>

**Environment**

Go to Honda Ecology [PDF DOWNLOAD](#)  
 Go to Honda Environmental Annual Report 2002 [PDF DOWNLOAD](#)  
 Go to Honda Environmental Annual Report 2001 [PDF DOWNLOAD](#)

Thinking of new ways to preserve the global environment

Honda is committed to reducing the carbon footprint of every stage in the product life cycle, from research and development through manufacture, sale, usage and disposal.

At Honda, we believe that conserving the natural environment is of the utmost importance. In 1992 we released the Honda Environment Statement, and in 1999 we held our first World Environment Conference, providing a forum where delegates from Honda facilities around the world could compare to discuss approaches to environmental conservation.

We plan to equip our motorcycles with 4-stroke engines which have significantly cleaner exhaust emissions and better fuel efficiency than two-stroke models. In the realm of automobiles, we have manufactured hybrid models that run on electricity and gasoline, as well as making strides to limit the environmental impact of gasoline-fueled vehicles by introducing cleaner engine technology. Natural gas and fuel cell vehicles are currently at the prototype stage. Many of our power products are now available with clean, compact, 4-stroke engines, which are finding applications in all sorts of equipment, ranging from hand-held grass cutters to generators and large outboard engines.

Honda is also proactively pursuing technology supporting automobile recycling: consumable parts are recycled, products are made in single-material modules for easier recycling, and our automobiles are designed for easy disassembly. To give but a few examples, in 1996, all Japan's Honda dealers and affiliated factories joined forces in launching a nationwide network for the collection and re-use of bumpers. In 2000, this network extended its membership to embrace our parts suppliers, and the recycling of a wide range of parts.

Our Honda production facility in Misaki-etsu, which opened in the summer of 2003, manufactures outboard motors based on flexible automation. The "stacked-boat, assembly-line" factory (a sandblasting equipment included) holds an anti land pollution to a primary. Rainwater is filtered and recycled to eliminate reliance on the local water supply, and natural sewage sources are used whenever possible. Fitting the facility to fit in with the natural setting on the shores of Lake Hamana. (Shown in photo: water filtration plant.)

Making our operations transparent

Another of Honda's crucial features is our policy of transparency in our operations. All our facilities throughout Japan, and our major manufacturing facilities overseas, have obtained ISO 14001 certification - an internationally recognized set of standards for environmental management systems. We also issue the "Honda Environmental Annual Report", detailing the Company's environmental activities and achievements for each fiscal year, and the publication "HONDA ECOLOGY", giving particulars of our environmental conservation activities.

Green Dealer

Workshop Environment  
 Facilities at Honda's  
 Suzuka Plant in Thailand  
 before being released into the  
 natural water after the strict  
 plant, water and how the  
 facility's automobile  
 manufacturing plant is  
 presented in a state-of-the-art  
 facility and that used for its  
 (its design objectives, for  
 reducing the plant's energy,  
 and other measures. The plant  
 has gained ISO 14001  
 certification in 2000.

Green Dealership project  
 To build a  
 local Honda dealerships all  
 the facilities to serving the  
 customer and the community  
 by having all Honda  
 Dealership (9000-793-2400)  
 facilities based on  
 environmentally responsible  
 material of used car,  
 improved energy efficiency,  
 and other measures.

The Honda Environment  
 Statement  
 As a responsible member of  
 society determined to fully  
 practice the spirit  
 environment, Honda makes  
 concerted efforts to contribute  
 to human health and  
 preservation of the global  
 environment in each phase of  
 its corporate activities, and is  
 proud of the fact that of our  
 activities.

The logo, representing our  
 beautiful, peaceful earth, the  
 engine and the deep blue  
 sea and the clear blue sky,  
 symbolizes Honda's growing  
 engagement in ecological  
 activities.

Honda Worldwide site  
<http://www.honda.com>  
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