

MEDIA RELEASE

Under embargo till 14:00 CEST 18 May 2021

Leading tire manufacturers launch sustainability Roadmap

Geneva, 18 May 2021: The members of WBCSD's Tire Industry Project (TIP) have launched a Roadmap to accelerate tire value-chain impact on the Sustainable Development Goals (SDGs). The SDGs were adopted by all United Nations Member States in 2015 to address some of the world's most pressing issues by 2030.

Sustainability Driven: Accelerating Impact with the Tire Sector SDG Roadmap, was produced by the 11 member companies of TIP in consultation with value-chain stakeholders. The Roadmap outlines how the tire sector can contribute to the SDGs whilst navigating the transition to a low-carbon, resilient and resource-efficient economy.

The members of the Tire Industry Project (in alphabetical order) are, Bridgestone, Continental, Cooper Tire, Goodyear, Hankook, Kumho Tire, Michelin, Pirelli, Sumitomo Rubber, Toyo Tires, and Yokohama Rubber.

The Roadmap identifies how the tire value chain interacts with the SDGs; the areas where the tire sector can have the most significant impact; and key actions to scale and accelerate contribution to the SDGs.

"The tire sector interacts with all 17 SDGs, but the Roadmap puts focus where the sector has the greatest potential to lead, accelerate, or influence action toward the 2030 Agenda," said **TIP Director, Anne-Cécile Rémont**. *"Seven impact pathways to maximize positive impact and minimize negative impact were identified across three main themes: supply chain, operations, and products and services."*

Impact pathways were developed for each opportunity and include a series of actions toward the eight SDGs that the Roadmap identifies as priorities. Two Goals – SDG 8 (decent work and economic growth) and SDG 12 (responsible consumption and production) – were mapped against the Roadmap actions most frequently.

Achieving the Goals is beyond the reach of any one organization and TIP members recognize the integral role they have in driving the actions in this Roadmap forward. *"We encourage all members of the sector, and customers, consumers, suppliers, governments, academia and NGOs, to engage with the Roadmap to accelerate SDG impact"*, said **Rémont**.

Acknowledging the importance of the opportunities and challenges presented by the SDGs to multiple stakeholder groups, the Roadmap was produced in consultation with a range of global stakeholders including industry associations, non-governmental organizations (NGOs), and subject matter experts, along with support from consultancy firm ERM.

TIP members have an important role to play in leading the implementation of the Roadmap – both collectively and individually – and are aware that achieving the SDGs will require strong efforts from all stakeholders.

In delivering its mission to anticipate, study and determine key potential environmental and human health issues associated with the tire life cycle, TIP's work program will also contribute to advancing the Roadmap. Furthermore, TIP recognizes that monitoring the progress of companies and the sector in their implementation of the Roadmap will be important to ensuring that the sector remains focused on optimizing its contributions to the SDGs. Consequently, by 2023 TIP will complement its existing monitoring of environmental key performance indicators (KPIs) for tire manufacturing with other indicators to measure progress against Roadmap targets.

The SDGs are recognized as a framework to tackle the world's most pressing social, economic, and environmental challenges, and WBCSD's SDG Sector Roadmaps aim to inspire businesses to translate global needs and ambitions into business solutions. *"By applying their creativity and innovation to develop these solutions, companies and entire sectors will be in a better position to manage risk, anticipate demand, capture growth markets, and strengthen supply chains"*, said **Peter Bakker, President and CEO of WBCSD.**

###

MEDIA CONTACT:

Gavin Whitmore
whitmore@wbcsd.org
+41 79 880 57 29

NOTES TO EDITORS:

For more information on the Roadmap:

The Roadmap *"Sustainability Driven: Accelerating Impact with a Tire Sector SDG Roadmap"* and supporting communications will be available from 18 May 2021 at www.sustainabilitydriven.info

Quotes on the Roadmap from the CEOs of the Co-Chair company members of TIP:

"The Roadmap translates the industry's vision for sustainable mobility into action, leveraging TIP's 15 years of success to identify key opportunities to positively impact people and society as a whole. The tire industry and its stakeholders have high expectations for the Roadmap and the future that – together – it will help us create." **Shu Ishibashi, Global CEO and Representative Executive Officer, Bridgestone Corporation**

"TIP members value the opinions of stakeholders. The Roadmap reflects this, with actions shaped through consultation with industry, non-governmental organizations, international organizations and other groups that have roles to play in improving the sustainability of the tire value chain." **Richard Kramer, Chairman, Chief Executive Officer and President, Goodyear**

"The Roadmap aims to become a key reference for any tire-value-chain stakeholder that aspires to sustainable business. For people and planet, the Roadmap offers inspirational actions and case studies toward a future of sustainable mobility." **Florent Menegaux, Chief Executive Officer, Michelin**

About the World Business Council for Sustainable Development (WBCSD):

WBCSD is a global, CEO-led organization of over 200 leading businesses working together to accelerate the transition to a sustainable world. We help make our member companies more successful and sustainable by focusing on the maximum positive impact for shareholders, the environment, and societies.

Our member companies come from all business sectors and all major economies, representing a combined revenue of more than USD \$8.5 trillion and 19 million employees. Our global network of

almost 70 national business councils gives our members unparalleled reach across the globe. Since 1995, WBCSD has been uniquely to work with member companies along and across value chains to deliver impactful business solutions to the most challenging sustainability issues.

Together, we are the leading voice of business for sustainability: united by our vision of a world where more than 9 billion people are all living well and within planetary boundaries, by 2050.

Discover more: <http://www.wbcd.org>

Follow WBCSD on [Twitter](#) and [LinkedIn](#)

About the Tire Industry Project (TIP):

Since 2005, the World Business Council for Sustainable Development (WBCSD) Tire Industry Project (TIP) drives research on potential human health and environmental impacts of tires throughout their lifecycle. TIP is a global CEO-led initiative undertaken by leading tire manufacturing companies. Together, TIP member companies work towards solutions for a sustainable future on topics including end-of-life tire management, tire and road wear particles, and sustainable natural rubber.

The members of the Tire Industry Project (in alphabetical order) are:

- Bridgestone,
- Continental
- Cooper Tire
- Goodyear
- Hankook
- Kumho Tire
- Michelin
- Pirelli
- Sumitomo Rubber
- Toyo Tires
- Yokohama Rubber

Discover more: <http://www.wbcd.org/tip>

Follow TIP on [Twitter](#)

About ERM:

ERM is the largest global pure play sustainability consultancy, we partner with the world's leading organizations, creating innovative solutions to sustainability challenges and unlocking commercial opportunities that meet the needs of today while preserving opportunity for future generations.

Discover more: <https://www.erm.com/about/>

--