

Zero Waste to Landfill

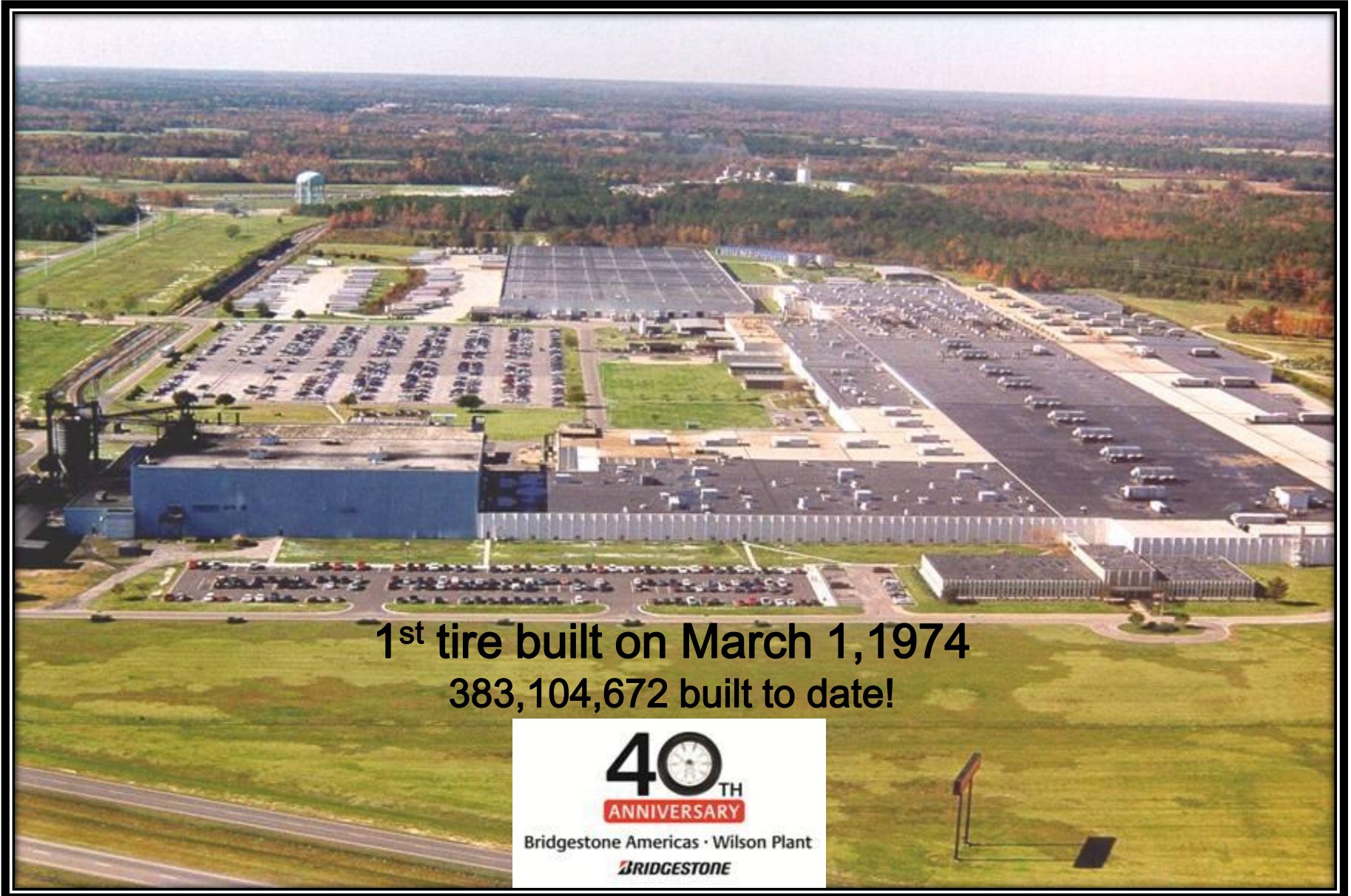
Bridgestone Americas Tire Operations
Wilson, NC Plant



VALIDATED

- BRIDGESTONE AMERICAS
TIRE OPERATIONS WILSON
PLANT HAS ACHIEVED ZERO
WASTE TO LANDFILL
OPERATIONS WITH 14%
WASTE TO ENERGY
UL.COM/ECV

Who we are...



1st tire built on March 1, 1974
383,104,672 built to date!

40TH
ANNIVERSARY

Bridgestone Americas · Wilson Plant


BRIDGESTONE

What we have accomplished...

- ISO 14001 - Environmental Management System
- ESI - NC Environmental Stewardship Initiative
- WLH - Certified Wildlife Habitat since 2006
 - Certified “Wildlife at Work”
 - Certified “Corporate Lands for Learning”
- ISO 50001 - Energy Management
 - One of only two sites in North Carolina
- SEP-Silver - Energy Performance
- ULE - “ZWLF” Underwriter Laboratories Environment
 - 1st Facility globally to achieve this certification



Bridgestone Freedom Wildlife Habitat



Certified by the US Wildlife Habitat Council as “Corporate Lands for Learning” since 2006 (recertification every three years) and as “Wildlife at Work Site” (recertification every two years)

Approximately 350 acres of habitat

Freedom Wildlife Habitat & Refuge

Bridgestone Environmental Mission Statement

Environmental Mission Statement

To help ensure a healthy environment for current and future generations...

We, the Bridgestone group, are committed to continually working toward a sustainable society with integrity and in unity with our customers, partners, communities and the world around us.

Therefore, we are focused on three objectives.



In harmony with nature

To contribute to biodiversity through habitat enhancement, and through environmental education and research.



Value natural resources

To continually improve natural resource conservation through operational improvements and product design.



Reduce CO₂ emissions

To continually reduce emissions of Greenhouse Gases, including CO₂, from our products' complete life cycle.

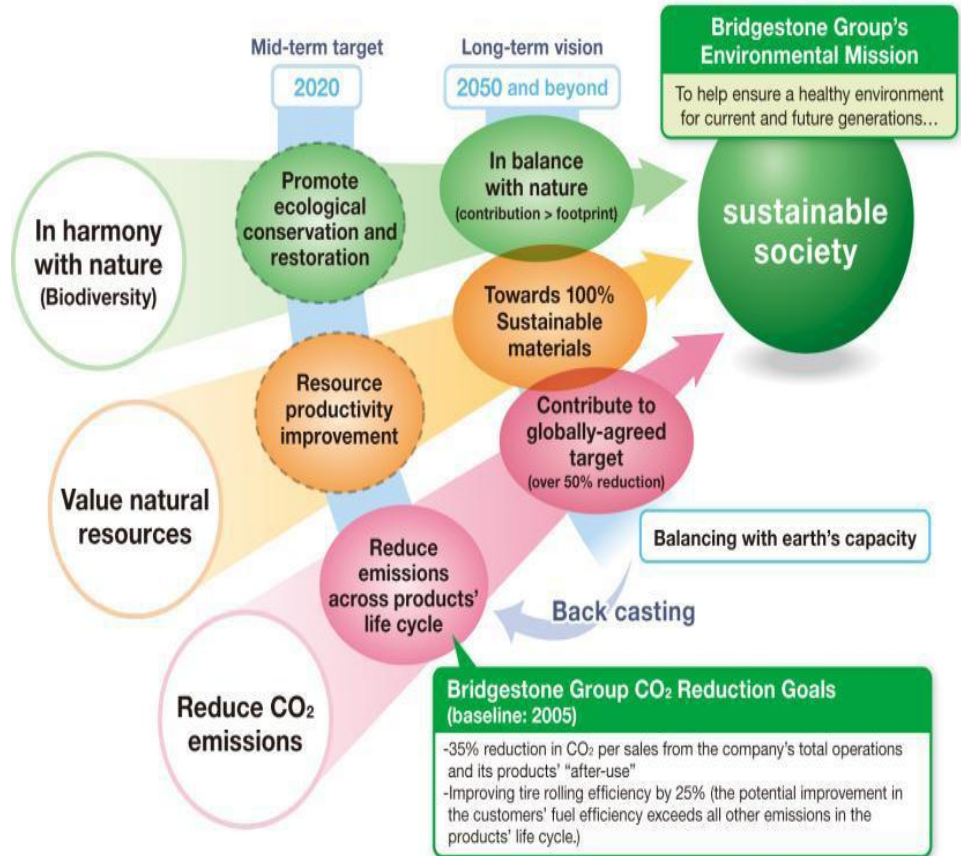
The Bridgestone group's environmental mission covers all aspects of our business.



One Team, One Planet.

BRIDGESTONE

TEAMS: Total Environmental Advanced Management System. TEAMS unites the group under a progressive management system to help ensure a healthy environment.



Our Commitment to the Environment

In Harmony with Nature



In harmony with nature

- The company maintains nine wildlife habitats and learning centers certified by the Wildlife Habitat Council (WHC)
- The Bridgestone Environmental Education Classroom and Habitat (BEECH) was named the 2010 Corporate Habitat of the Year by WHC

Value Natural Resources



Value natural resources

- Reduce the overall weight of our tires and the resources needed to produce them while maintaining performance
- Promote retreading, which requires fewer resources to manufacture a tire
- All scrap material from manufacturing and 98% of scrap tires from our 2,200 retail stores nationwide are recycled or find other valuable end use
- Researching new, renewable sources for natural rubber

Reduce CO2 Emissions



Reduce CO₂ emissions

- Reduce CO₂ from entire products lifecycle by 35% per sales
- Improve tire rolling efficiency by 25%, resulting in less fuel use and CO₂ emissions while driving

What ZWLF means to us...

- Zero means nothing goes to Landfill
 - 100% of waste is diverted from landfill
- All materials (waste) that are generated onsite will be recycled/repurposed to build something else or will be used to generate energy (WTE)

NCDENR
Secretary
John Skvarla



visits Bridgestone
November 2013
for ESI Meeting

Some material we recycle/repurpose

- Uncured rubber
- Cured rubber, rubber with wire
- Sludge
- Pigments and carbon black
- Wood
- Metal
- Plastics
- Packing materials (super sacks, waxed paper, shrink plastic, cardboard, plastic belts, skids, etc)
- Lamps and ballast
- Batteries
- Cafeteria and restrooms waste

Employee Involvement

- TV monitors communicate information
- Internal news letter
- Monthly meetings to share results . Teammates were more aware and open to change when they understood the benefits. (cost, revenue, and recycle %)

Wilson PRIDE

Wilson Plant
July 2011
Vol. 9

GARBAGE

RECYCLING

TRASH

WASTE TO LANDFILL

No matter what you call it – we have to get it under control

Eco Ideas







Wilson Green

2nd Quarter 2013



On April 22, we celebrated Earth Day with our vendors who use our by-products and waste to make their own products. Additionally, we planted trees at Gate 6 entrance, using rubber mulch to finish the planting.



On May 21, we received the City of Wilson - Pretreatment Compliance GOLD Award for our 6th consecutive year! Congratulations!





On June 5, we celebrated the Environmental World Wide Day! We had students working on projects at the habitat. We also had Waste Management and Budd working together as they did a great job cleaning the collection pond.

For the first half of 2013 we can say it has been pretty busy with good results so far.

1. No NOV's (Notice of Violation) for non-compliance.
2. One CAR, which is already closed.

Environmental CAR Corrective Actions

Wilson Green
pg. 1 of 2
Apr – June 2013



Jason Webb has been with us 1 year. Jason works as an intern with process engineering. On his first day he asked his supervisor (Mike Singleton) if he can go for a walk or just to have lunch at the pond. Mike said, "sure it is for everybody." After one year Jason is still walking, reading and having lunch at this area. He likes the peaceful and natural environment at the pond. Jason enjoys going to the pond because he knows he can see, turtles, herons, ducks and different kind of birds.

More teammates are using the walking trail! It is so great to see our teammates using this area. Here are just a few of the regular walkers: Wanda , Roy , Brian , Jerry, Roger, Francis, Christine and more.





Keep in mind the key questions and answers for your EMS internal Audit and of course for any emergencies that you might have, or to answer an Environmental Audit

- ✓ In case of a spill what you should do? **Call 7654!**
- ✓ Who is the Environmental Management Representative? **Charles Bowell**
- ✓ Who is the Environmental Engineer? **Irma Villegas**
- ✓ What are the environmental aspects in your area?

Water	Storm water	Chemical usage
Air emissions	Spills	Industrial waste
Waste	Hazardous waste	Medical waste
- ✓ Where you can find those environmental aspects? On your EMS worksheet at [G:\G-All-2007-WI-PI\ISO 14001\EMS WORKSHEETS - By Department](#)
- ✓ Where is the Environmental Policy posted in your area/department?
- ✓ What do the 3Cs mean? **Communicate, Comply and Continuously Improve.**
- ✓ What are 2013 Environmental Objectives and Targets:
 - Z2LF - Zero Waste to Landfill
 - Energy reduction
 - 10% solvent usage reduction plant wide
 - Zero Non-compliance
 - One Habitat project by department

Wilson Green
pg. 2 of 2
Apr – June 2013

Decision for WTE

- On January 2013 we decided to use WTE option for the last part 6.5% of waste (trash compactor) and sent the waste to Wheelabrator and Colvanta facilities
 - Landfill = \$57 / Ton
 - WTE = \$75+ (Trash) \$265 (Rubber)
- We generated work opportunities, hiring 8 people to sort trash containers and make sure that we do not send anything inappropriate to the WTE facilities or miss any recycling opportunities
- Got involved/participated with local recycle committees

Be a good corporate citizen – Do the right thing – Recycle!



Thank you...

Thank you!