



# WE ARE ASICS

**SUSTAINABILITY  
HIGHLIGHTS  
2015**

# **WANTING IT IS NOT ENOUGH**

**IF YOU REALLY WANT TO ACHIEVE SOMETHING,  
WHETHER AS AN ATHLETE OR AS A BUSINESS,  
JUST WANTING IT IS NOT ENOUGH. IT TAKES AMBITION,  
TRUE DEDICATION AND MANY OTHER ASPECTS SUCH AS  
PREPARATION, KNOWLEDGE, DISCIPLINE AND SUPPORT.  
SIMPLY WANTING IT IS NOT ENOUGH.**

“

*For over 60 years, our company has remained committed to contributing to a healthier, better society through sport. We take this responsibility very seriously and recognize that we have an influential role to play.*

**Motoi Oyama,**  
ASICS President and CEO

”



# CREATING PRODUCTS AND SERVICES

*At ASICS, we want to make sports gear that not only performs better for athletes, but is also better for society and the environment. For us, that means understanding and managing the impacts of our products throughout their entire life cycle, from the sourcing of materials all the way to their eventual disposal.*

## HELPING CONSUMERS MAKE A DIFFERENCE

The idea behind our new partnership with community charity Goodwill and Give Back Box® is to help our consumers give packaging a second life and give back to society at the same time. Our online customers in the US can send clothes, shoes and other unwanted household items free of charge to Goodwill, using the same boxes in which they received their ASICS purchases. The charity then sells on these items to raise funds for community services, including jobs placement and skills training.

1. Unpack your merchandise. Fill with clothing and household items you no longer need.



2. Print out the shipping label and attach to the box



3. Ship your donations directly to Goodwill via UPS FREE of charge.

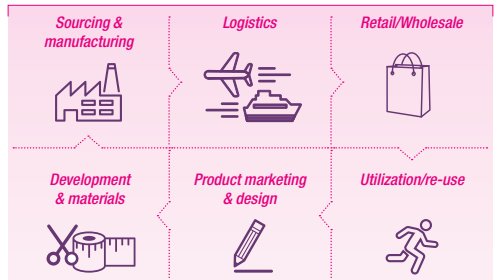


## REDUCING SUPPLIER CO<sub>2</sub> EMISSIONS

A new partnership is approaching manufacturing impact from a supplier facility perspective. We are collaborating with My Climate Japan Co. Ltd and supported by the Japanese Ministry of Economy, Trade and Industry (METI) to identify the best options for reducing CO<sub>2</sub>, and improving energy efficiency and energy supply at two supplier manufacturing sites located in Cambodia and Vietnam. This is a Joint Crediting Mechanism (JCM) project of METI. The outcomes were presented to the suppliers, and the most impactful changes actioned. We are using the findings to support other suppliers to reduce their manufacturing CO<sub>2</sub> emissions and improve energy efficiency.

## UNDERSTANDING OUR SOCIAL IMPACTS

Understanding the social impacts of making our products can be a challenge – especially considering the scale and complexity of our supply chain. Life cycle analysis (LCA) is a tool to map impacts across the different stages of a products life cycle. We carried out a social LCA scan of our GEL-KAYANO 21 running shoe in 2015. The results showed the areas where we're getting it right, and where we need to do more work. We're now using these insights to improve the way we engage with suppliers and reduce social risks in our supply chain.



## ANALYSING THE SOCIAL IMPACTS OF OUR GEL-KAYANO 21 ACROSS OUR SUPPLY CHAIN





---

## ENSURING BEST PRACTICE STANDARDS

We check that our products are manufactured according to our standards for safe and ethical production. We rate our suppliers accordingly on a scale of A (high) to E (below standard). The information we gather allows us to work closely with factories, to guide those under remediation plans and to take action where needed.

# 93%

**FACTORIES MEET C LEVEL OR ABOVE**

## PARTNERING WITH SUPPLIERS

*We see it as our responsibility to work closely with the factories in our supply chain to help make sure they provide decent working conditions. We will only work with suppliers who share our commitment to upholding safe and fair labor practices and protecting human rights.*

---

## LONG-TERM CONTRACTS AND RELATIONSHIPS

Building long-term relationships with factories producing our products means we're able to train our suppliers, over time, in order to raise awareness of labor standards and industry best practice. In 2015, we carried out training seminars with 105 of our key suppliers, on subjects ranging from labor rights to health and safety. We believe that this long-term approach is vital to supply chain sustainability.

# 132

**FACTORY AUDITS CONDUCTED IN 2015**



“ *Our awareness of the supply chain responsibility increased a lot for everybody at the factory. Especially the understanding and awareness for CSR from management to our employees has developed through ASICS' factory audits, supplier training and guidance.*

**Factory manager,  
Teijin Frontier, Vietnam**

”

---

## INDUSTRY PARTNERSHIPS

Building a sustainable supply chain isn't something we can achieve on our own. So as well as working closely with our suppliers, we partner with a wide range of Non-Governmental Organizations (NGOs), trade unions and other organizations. Through our membership of bodies like the Sustainable Apparel Coalition, we play an active role in improving supply chain sustainability throughout our industry. The labor organization, ILO Better Work, is an important partner for us in Cambodia, Indonesia and Vietnam, where it delivers training for workers and factory managers.

---

## GIRLS ON THE RUN

In the US, we've joined forces with Girls on the Run, a non-profit organization that inspires girls to be healthy, happy and confident through the power of running. As the organization's official sponsor, we're providing access to affordable footwear, volunteering opportunities and health and fitness programming for the members of Girls on the Run's 225 councils across the country.



## INVESTING IN PEOPLE AND COMMUNITIES

*Through sponsorships, charity work and volunteering, we strive to make a positive difference in the communities where we live and work. Because our people are our most valuable asset, we also work hard to create a rewarding working environment that nurtures talent and values diversity.*

---

## IMPROVING LIFE FOR OLDER PEOPLE

In Japan, we've been applying our knowledge of sports science to improving quality of life for the country's aging population. Our Tryus day-care facilities, a new commercial service by ASICS, includes an activity centre designed to improve motor skills in elderly people. There are currently five Tryus facilities operational throughout Japan. In 2015, Tryus received Japan's Good Design Award, which recognises design that enriches people's lives.

**Tryus**

---

## TAG RUGBY IN PRIMARY SCHOOLS

By supporting the Tag Rugby Association's Adopt-a-School program, we're helping primary school kids in South Africa have fun, get fit and build confidence by learning this non-contact sport. In 2015, we sponsored five primary schools, providing sports kit and funding coaching sessions for 1,872 disadvantaged children.



**1,872**

**DISADVANTAGED CHILDREN IN SOUTH AFRICA  
HAD FUNDED COACHING**

---



This factsheet gives just a few examples of how we've been bringing about positive change to make our business and our industry more sustainable. For more details, visit our website: [corp.asics.com/en/csr](https://corp.asics.com/en/csr)