Under the Mazda Global Environmental Charter, Mazda carries out a wide variety of environmental protection activities related to products and technologies; manufacturing, logistics, and office operations; and social contributions. The Company appropriately discloses information on each of these activities, and ensures opportunities for dialogue with the stakeholders concerned, thereby striving to respond promptly and appropriately to social problems.

**Participation in Environmental Exhibits and Events**

Mazda actively participates in various environment-related exhibitions and events, for the purpose of gaining stakeholders’ understanding regarding its environmental initiatives and hearing their broad range of opinions. Mazda adopts a wide range of approaches to communicate about the environment, such as introducing its advanced environmental technologies at motor shows all over the world and offering test-drives of its vehicles equipped with SKYACTIV TECHNOLOGY at various events held in and outside Japan. In FY March 2016, by presenting technologies such as clean diesel engines and reduction of vehicle weight, Mazda explained its wide variety of environment-related initiatives.

**Reducing Environmental Impact Generated by Communication Activities**

Mazda has been working to reduce the environmental impact generated by its communication activities.

**Environmental considerations in event operation**
- Reusing/recycling booth decorating items
- Decreasing the amount of handouts to reduce CO₂ emissions
- Implementing carbon offsetting by calculating CO₂ emissions from event activities

**Environmental considerations in publishing materials**
- Adopting FSC-certified paper, waterless printing, and vegetable oil ink
- Implementing carbon offset by calculating CO₂ emissions from the printing and bookbinding processes

**Use of Website and Publishing Materials**

Mazda ensures environmental communication in a wide variety of ways in consideration of matters of interest that each stakeholder may have and media that he/she may frequently use. Mazda uses images and computer graphics on its website in order to provide easy-to-understand explanations of environmental technologies. Reinforcing the use of social media, the Company disseminates information in a timely manner, and uses the comments provided to the Company for its daily operations.

For the Mazda Sustainability Report, the Company has prepared in-depth/social contribution/digest versions, as well as PDF/Website/booklet versions, in consideration of stakeholders’ needs regarding the edition method/media to be used. The results of the collected questionnaires and the number of visitors to the website are provided to the executive officer in charge of related affairs, as well as to production members, as feedback, and used for planning the next fiscal year’s version.

**TOPICS**

**Eco-Products Exhibition**

At the Eco-Products 2015 event in December 2015, Mazda presented an environmental education quiz show for elementary and junior high school students, providing them with opportunities to think and deepen their understanding of environmental measures undertaken by the automotive industry through the thorough reduction of vehicle weight and how vehicle users can cooperate in promoting the reduction of CO₂ emissions, taking the Mazda Roadster exhibited in the booth as an example. In addition, the Company highlighted the nature of light oil, the fuel used in clean diesel engine equipped vehicles, which are known to be fuel efficient and environmentally conscious. The Company presented the usefulness of light oil in emergencies such as disasters due to its ease of handling, ease of transport, and ease of storage.
In-House Awareness-Raising Activities

To raise environmental awareness among its employees, Mazda conducted a wide range of activities in FY March 2016 including the following.

Eco Walk Commuting Program

In order to raise employees’ environmental consciousness and encourage them to take better care of their health, employees who walk two kilometers or more as part of their daily commute to work are rewarded with an addition of 1,500 yen per month to their commuting allowance.

Lunchtime Lighting Halved

Efforts to reduce lighting in Mazda offices and plants during lunch breaks to half the normal levels have continuously been promoted.

Light-Down Campaign (Light-Down Japan 2015)

Mazda and its domestic Group companies participated in the Light-Down Campaign promoted by Ministry of the Environment. They turned off lights at each of their sites in Japan, thereby saving around 28 thousand kWh of electricity, equivalent to around 16 tons of CO₂ emissions (From 8 p.m. to 10 p.m., estimated figures).

- Mazda Motor Corporation shut off lighting of its signboards and indoor lighting every night from the summer solstice in June to Tanabata, the Star Festival (July 7) (16 sites).
- Nation-wide 748 production/business sites of 43 Mazda Group companies in Japan participated in the campaign (On the summer solstice and Tanabata).

The Company also encouraged the employees to privately participate in the campaign, and a total of around 30 thousand employees and family members of Mazda and its Group companies in Japan turned off their lights from 8 p.m. to 10 p.m. on both the summer solstice and Tanabata.

President’s Messages during Environment Month

The president transmitted messages to the entire Company during Environment Month (June), emphasizing the importance of thinking about and taking action for the environment. In FY March 2016, the president placed a special focus on raising employees’ awareness of the importance of the conservation of forests and water resources.

Environmental Education during Environment Month

To encourage every employee to think about and take action for the environment, educational programs regarding general environmental issues, importance of water resources, Mazda’s environmental initiatives, and environmental conservation activities in the workplace have been implemented, in conjunction with basic education on ISO 14001.