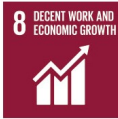







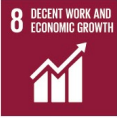



Megatrend*	Impact on the Sector*	Relevant SDGs Goodyear is Supporting	How Goodyear is Supporting
Circular innovation to tackle resource scarcity	Burgeoning populations in emerging markets and increased urbanization globally are encouraging a rise in mobility. The resource challenges that can result from growing demand present the opportunity for the emergence of new business models such as those based on the circular economy.	 	<p>Goodyear Sections</p> <p>Responsible Operations Sustainable Sourcing Advanced Mobility</p> <p>Goodyear Goal</p> <ul style="list-style-type: none"> By 2040, achieve our goal of fully replacing petroleum-derived oils in our products.
Climate and nature crises to accelerate the low-carbon energy transition	Progress to reduce greenhouse gas (GHG) emissions, adapting to the physical impacts of climate change and halting biodiversity loss remains slow and insufficient. However, new regulations, investor pressure and citizen power have created momentum to which the business community must respond.	   	<p>Goodyear Sections</p> <p>Goodyear's Climate Strategy Responsible Operations Sustainable Sourcing</p> <p>Goodyear Goals</p> <ul style="list-style-type: none"> By 2025, reduce rolling resistance by 40% and tire weight by 9% for our global consumer portfolio from a 2005 baseline. By 2030, reduce water intensity by 10% from 2020 baseline. By 2030, reduce Scope 1 and Scope 2 emissions by 46% and certain Scope 3 emissions by 28% using 2019 baseline. By 2040, transform our manufacturing operations and processes to all renewable energy to significantly reduce our carbon footprint. By 2050, reach net-zero value chain greenhouse gas emissions.
Industry 4.0 to allow systems transformation	Rapid digitalization and automation across industries is driving improved productivity, efficiency and safety—but could lead to widespread and disruptive implications for employment and workforce skills if not appropriately managed. Technologies, including artificial intelligence, internet of things and 5G, alongside autonomous, connected and electric vehicles, offer significant opportunities to organizations ready to embrace them. The adoption of such technologies must come with efforts to address rising cybersecurity and data privacy concerns and to manage the potential environmental impacts from material and energy consumption.		<p>Goodyear Sections</p> <p>Advanced Mobility</p> <p>Goodyear Goals</p> <ul style="list-style-type: none"> By 2024, achieve first to approval for all development SKUs with only one physical iteration. By 2027, reinvent tires and service, delivering data- and sensor-enabled intelligence in all new products. By 2030, win in responsible innovation by introducing the first 100% sustainable-material and maintenance free tire.
Human rights, safety, well-being and equal opportunities – across the value chain – are essential to building resilience.	Rising inequality is driving continued dissatisfaction with current political and economic models and global civil protests on issues relating to diversity and inclusion. Companies are increasingly expected to take strong positions on human rights and other social issues – including protecting employee well-being, promoting workplace safety and improving supply chain due diligence and transparency – to ensure long-term business resilience.	  	<p>Goodyear Sections</p> <p>Human Rights Sustainable Sourcing Responsible Operations Inspiring Culture</p> <p>Goodyear Goals</p> <ul style="list-style-type: none"> By 2023, eliminate all serious injuries to become known as having the safest operations in the world.

*From the Tire Industry Project's report, "[Sustainability Driven: Accelerating Impact with the Tire Sector SDG Roadmap](#)"

