



**2020** CORPORATE  
RESPONSIBILITY REPORT

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## FEATURED ON THE COVER

In 2020, the world faced unprecedented challenges and uncertainty created by the COVID-19 pandemic. Goodyear, like so many other companies, had to make some difficult decisions to address it, including the temporary grounding of our fleet of airships. But just as they always have, the blimps provided inspiration and hope to people with activities like Blimp Camp, an online program for family activities in science and art. In May, with safety protocols in place, our blimps took to the skies once again. Their first flights, quite fittingly, were hospital flyovers to thank essential personnel and healthcare workers for their ongoing efforts during the pandemic.

*On the cover, from left to right, are Florida blimp crew members Jorge Reyes, Glen Wallace, James Wilson and pilot Jay Perdue; Florida pilot Edwin Almanzar; Ohio blimp crew members Tim Miller, Tom Bradley and Trey Graf; and California pilot Taylor Deen.*

# LEADERSHIP MESSAGE

It would have been easy to lose sight of the future while facing the unprecedented challenges brought on by the COVID-19 pandemic. But such was not the case for Goodyear, where our associates demonstrated remarkable resilience, delivering on immediate business needs while also continuing to position the company as a future mobility leader – and never losing sight of our commitment to corporate responsibility.

When it came to our near-term business needs, associates worked safely and rapidly to serve customers and consumers in the ways that they preferred. Goodyear associates in our retail stores and commercial tire and service centers, along with our network of aligned dealers and distributors, continued serving first responders and essential workers with new “zero touch” and mobile offerings. And our plant associates continued to produce the tires that keep fleets of all sizes moving. In all cases, the health and wellbeing of associates were always our top priority.



Goodyear associates around the world maintained their positive momentum during the most challenging months of the pandemic, enabling our strong performance in 2020 that positioned us for a brighter future.

While the COVID-19 pandemic continues to affect us all, in some parts of the world there are encouraging signs and reasons for optimism as of this publication. Throughout the pandemic, Goodyear benefited from having a clear framework that defines our corporate responsibility commitment: Goodyear *Better Future*. Regardless of what we were working on or where we were working from, we were united in our focus on Sustainable Sourcing, Responsible Operations, Advanced Mobility and Inspiring Culture.

Our report reflects not only on our performance in the context of the pandemic, but also in terms of our normal activities supporting Goodyear *Better Future*. You will also find stories of the unique ways our associates around the world remained devoted to customers, consumers and communities.

I am proud of our response to the pandemic and I’m equally pleased that we were able to maintain our commitment to a *Better Future*. As we look to brighter days ahead, we will continue to maintain our commitment to safety, quality, integrity and responsibility. These are non-negotiable, no matter the external challenges we face.



**RICHARD J. KRAMER**

Chairman, Chief Executive Officer and President



# LEADERSHIP MESSAGE

Throughout 2020, Goodyear confronted both immediate and long-term impacts of the global COVID-19 pandemic while keeping our corporate responsibility top of mind. Our teams leveraged strategies and actions from our Goodyear *Better Future* framework to quickly respond and align on the focus areas most important to our associates and external stakeholders. All *Better Future* pillars are important, but the strategies developed in the Responsible Operations and Inspiring Culture pillars have proven to be especially critical as we continue to navigate our way through the pandemic.

## Responsible Operations

Goodyear’s business continuity team played a crucial role in our ability to protect our associates while serving our customers – many of whom were essential to the pandemic response – and maintaining the transportation of critical goods and services.

In January 2020, as the COVID-19 pandemic grew in scale, we quickly assembled global and regional crisis management teams, building upon existing business continuity teams. Consisting of more than 500 associates and over 20 workstreams, the teams established processes, tools and systems, including case tracking, site operating protocols and return-to-work training in 19 countries.



As we resumed production with a phased ramp-up, Goodyear continued to manage our operations with a focus on health and safety. Our team remains focused on preventing the threat of illness and injury within our workplace.

## Inspiring Culture

Our strategies and actions to foster an inspiring culture proved to be a critical element in our response to COVID-19. At Goodyear, we believe a diverse workforce is critical to our long-term success. Embracing and valuing differences allow us to attract top talent, improve associate satisfaction and engagement, foster innovation and meld varying experiences and perspectives to drive enhanced customer service, business



creativity and decision-making – all key activities that are even more important when responding to the ongoing global health crisis. We believe our strategies and actions to foster an inspiring culture helped us achieve our highest associate survey scores recorded to date.

As we continue to execute our pandemic strategy, we are mindful of the increasing importance of viewing our strategy through the lens of environmental, social and governance (ESG). Current issues and focus areas – such as strengthening our inclusive culture so associates can bring their whole selves to work and responding to climate change – are critical to our ability to meet the needs of our stakeholders and these are the right things to prioritize. Thanks to our commitment and execution of our strategy, Goodyear continues to work to meet the expectations of our internal and external stakeholders across our global footprint.

During the pandemic, our associates exercised remarkable agility in finding new ways to work and stay close to our customers and each other. We believe the lessons our associates learned from adapting to the challenges of 2020 will help shape how we work in a post-pandemic world. And our attention on reducing waste, water consumption and greenhouse gas and other emissions help address our responsibility to fight climate change. We are committed to the goals highlighted in this report and are working to establish longer term goals for climate change, circularity and diversity and inclusion.

Though we hope to never again face a crisis like COVID-19, we are proud of our team’s response and our unwavering commitment to corporate responsibility. Our path may have changed, but our destination remains the same: to be the industry leader and set the pace for corporate responsibility.



## ELLIS A. JONES

Vice President, Global Environmental, Health, Safety & Sustainability and Business Continuity



# ABOUT GOODYEAR

## OVERVIEW OF OUR BUSINESS

The Goodyear Tire & Rubber Company was founded in 1898 with just 13 associates producing bicycle and carriage tires. Today, we are one of the world's leading tire companies, with an iconic brand and operations in most regions of the world.

Headquartered in Akron, Ohio, we employ approximately 61,000 full-time and temporary associates worldwide and operate 46 manufacturing facilities in [21 countries](#). Goodyear develops, manufactures, markets, and distributes tires for most applications, including [automobiles, trucks, buses, aircraft, motorcycles, racing, earthmover, mining, industrial and farm equipment](#).

## CORPORATE RESPONSIBILITY

Goodyear has a longstanding commitment to corporate responsibility. We anticipate and respond to market trends, customer needs, supplier and partner capabilities and investor interests and are focusing on expanding our corporate responsibility transparency in response to stakeholder requests.

In 2018, we launched Goodyear *Better Future*, our corporate responsibility framework, to enhance the existing governance of our high-priority topics. The framework helps ensure corporate responsibility is integrated into all levels of our organization, promotes communication and awareness and drives alignment with our corporate strategy and stakeholder priorities.



Goodyear's Board Committee on Corporate Responsibility and Compliance oversees our corporate responsibility objectives and regularly monitors our progress toward achieving them. Specific functional leaders implement our strategies, goals and purposes, reporting on progress in their areas to the Board or Board Committee.

The *Better Future* Steering Committee is responsible for ensuring functional goals are established and aligned with corporate strategy for Goodyear's high-priority topics and for advancing our communications to external stakeholders. Our VP, Global EHS&S and Business Continuity, reports to the SVP Global Operations and Chief Technology Officer, leads the Steering Committee and provides an annual update to the Board Committee, enhancing their collective knowledge and awareness of key sustainability issues.

The *Better Future* Working Group is made up of the program managers of each of our high-priority topics. Each Working Group member maintains a sustainability scorecard, updated on a quarterly basis, to help ensure we are effectively managing our high-priority topics. Program managers share scorecard updates for their topic twice a year with the broader Working Group to enhance awareness and cross-functional collaboration. Members are responsible for understanding the current state of their topic, developing and aligning appropriate goals and targets and ensuring KPIs/metrics and strategies are in place for each goal. Performance is measured at least annually, and updates are shared internally and externally, as appropriate.

<b>Current State</b>	Stakeholder analysis to provide a thorough understanding of the topic
<b>Goals &amp; Targets</b>	Ensuring we have effective goals in place to address the topic
<b>KPIs/Metrics</b>	A related metric for each goal to ensure we can measure our progress
<b>Program Strategy</b>	Programs, projects or processes established, and resources allocated
<b>Performance</b>	Current data for each KPI/metric to monitor progress
<b>Governance</b>	Vertical and cross-functional alignment/communication on goals
<b>Reporting/Communication</b>	Communicating our efforts on the topic internally and externally

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The *Better Future* Associate Council is a cross-functional group of associates who identify and implement location-specific initiatives aligned to our high-priority topics. The Council launched at our Corporate Headquarters in Akron, Ohio, and meetings resumed in 2021. We hope to expand the Council to other global locations in the coming years.

Collectively, this governance structure is helping grow internal awareness and engagement for our *Better Future* framework while enhancing our communication to key stakeholders.

**BETTER FUTURE GOVERNANCE STRUCTURE**



**STAKEHOLDER ENGAGEMENT AND SIGNIFICANT CORPORATE RESPONSIBILITY TOPICS**

Goodyear gathers stakeholder feedback throughout the year, building on information gathered during our sustainability assessments that are conducted on a regular basis and guided by our global sustainability team with participation of functional leaders. Our VP, Global EHS&S and Business Continuity provides the results of these assessments to the Board Committee.

To ensure we are managing our most significant environmental, social and governance (ESG) impacts, risks and opportunities, we continue to engage internal and external stakeholders who are knowledgeable in and value corporate responsibility. This summary highlights our key stakeholder groups and the type and frequency of interaction:

STAKEHOLDER GROUPS	REGULAR STAKEHOLDER INTERACTIONS
Board Members	<ul style="list-style-type: none"> <li>Board meetings</li> <li>Committee meetings</li> <li>Annual shareholders meeting</li> </ul>
Customers	<ul style="list-style-type: none"> <li>Daily communication via emails, calls and meetings</li> <li>Occasional on-site visits</li> <li>Annual Customer Conferences</li> </ul>
Distributors	<ul style="list-style-type: none"> <li>Daily communication via emails, calls and meetings</li> <li>Occasional on-site visits</li> <li>Annual Customer Conferences</li> </ul>
Suppliers	<ul style="list-style-type: none"> <li>Daily communication via emails, calls and meetings</li> <li>Occasional face-to-face meetings at Goodyear or supplier facility</li> </ul>
Regulators	<ul style="list-style-type: none"> <li>Engagement with governments in countries of operation, as necessary</li> </ul>
Industry Associations and Non-Governmental Organizations (NGOs)	<ul style="list-style-type: none"> <li>Tire Industry Project (TIP) and ongoing Working Groups</li> <li>Trade associations, including U.S. Tire Manufacturers Association (USTMA), European Tyre and Rubber Manufacturers' Association (ETRMA), Japan Automobile Tyre Manufacturers Association (JATMA) and Automotive Industry Action Group (AIAG)</li> <li>Frequent interaction with Non-Governmental Organizations (NGOs)</li> </ul>
Investors	<ul style="list-style-type: none"> <li>Quarterly earnings calls</li> <li>Annual shareholders meeting</li> <li>Frequent investor calls and emails</li> </ul>
Collaborators	<ul style="list-style-type: none"> <li>Various collaborator engagements throughout the year on a variety of projects</li> </ul>
Community Members	<ul style="list-style-type: none"> <li>Communications with and contributions to charities</li> <li>Regular volunteer activities</li> <li>Community program development</li> </ul>

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During our most recent sustainability assessment, conducted in 2018, we worked with an external consultant to gather feedback from internal and external stakeholders on why they viewed certain topics as significant to them, and the results were quantified. The final results helped us create a matrix of our high-priority topics (listed in the table below).

The 2018 sustainability assessment validated the importance of many topics to our organization and stakeholders and highlighted new opportunities. Following the assessment, we confirmed we had existing owners for all high-priority topics and verified our commitments for these topics.

TOPIC & THE WAYS IT WAS DISCUSSED		STAKEHOLDERS EXPRESSING STRONG INTEREST	
<b>1. Advancing Tire Performance</b>			
<ul style="list-style-type: none"> <li>Lowering rolling resistance and weight to help improve fuel efficiency</li> </ul>	<ul style="list-style-type: none"> <li>Enhancing wet grip for consumer performance</li> <li>Tire wear/longevity</li> <li>Road noise</li> </ul>	<ul style="list-style-type: none"> <li>Customers</li> <li>Distributors</li> <li>Internal leaders</li> </ul>	<ul style="list-style-type: none"> <li>Associates providing insights from regulators, governmental entities and investors</li> <li>NGOs</li> </ul>
<b>2. Sustainable Raw Materials and Sourcing</b>			
<ul style="list-style-type: none"> <li>Sustainable natural rubber</li> <li>Sourcing conflict-free minerals</li> <li>Removing materials of concern</li> </ul>	<ul style="list-style-type: none"> <li>Using recycled content</li> <li>Increasing the use of renewable materials</li> <li>Sustainable procurement polices</li> </ul>	<ul style="list-style-type: none"> <li>Customers</li> <li>Distributors</li> <li>Internal leaders</li> </ul>	<ul style="list-style-type: none"> <li>Associates providing insights from regulators and governmental entities</li> <li>NGOs</li> <li>Suppliers</li> </ul>
<b>3. Workforce Safety and Health</b>			
<ul style="list-style-type: none"> <li>Creating a culture of safety</li> <li>Ensuring safe handling of materials used during production</li> </ul>	<ul style="list-style-type: none"> <li>Complying with workplace safety and health laws</li> </ul>	<ul style="list-style-type: none"> <li>Customers</li> <li>Internal leaders</li> </ul>	<ul style="list-style-type: none"> <li>Associates providing insights from regulators, governmental entities and investors</li> </ul>
<b>4. Supply Chain Management</b>			
<ul style="list-style-type: none"> <li>Supply chain management policies and strategies</li> <li>Assessing and monitoring supply chain ESG risks, impacts and opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Working with suppliers to implement ESG strategies</li> <li>Supply chain traceability</li> <li>Anticipating and navigating trade regulations</li> </ul>	<ul style="list-style-type: none"> <li>Customers</li> <li>Distributors</li> <li>Internal leaders</li> </ul>	<ul style="list-style-type: none"> <li>Associates providing insights from investors</li> <li>NGOs</li> <li>Suppliers</li> </ul>
<b>5. Energy and Greenhouse Gas (GHG) Emissions</b>			
<ul style="list-style-type: none"> <li>Climate commitments and strategy</li> </ul>	<ul style="list-style-type: none"> <li>Reducing energy use and GHG emissions across our value chain</li> <li>Increasing renewable energy use</li> </ul>	<ul style="list-style-type: none"> <li>Customers</li> <li>Internal leaders</li> </ul>	<ul style="list-style-type: none"> <li>Associates providing insights from investors</li> <li>NGOs</li> </ul>
<b>6. Business Continuity</b>			
<ul style="list-style-type: none"> <li>Anticipating disruptions and maintaining the ability to fulfill customer orders on time</li> </ul>		<ul style="list-style-type: none"> <li>Board members</li> <li>Customers</li> <li>Distributors</li> <li>Internal leaders</li> </ul>	<ul style="list-style-type: none"> <li>Associates providing insights from investors</li> <li>Suppliers</li> </ul>
<b>7. Product Quality</b>			
<ul style="list-style-type: none"> <li>Delivering high-quality products that perform as expected</li> </ul>		<ul style="list-style-type: none"> <li>Customers</li> <li>Distributors</li> <li>Internal leaders</li> </ul>	<ul style="list-style-type: none"> <li>Associates providing insights from investors</li> </ul>
<b>8. Shaping the Mobility Revolution</b>			
<ul style="list-style-type: none"> <li>Shaping a more sustainable mobility model enabling the move to autonomous and electric vehicles, shared vehicles and connected tires</li> </ul>		<ul style="list-style-type: none"> <li>Customers</li> <li>Distributors</li> </ul>	<ul style="list-style-type: none"> <li>Internal leaders</li> <li>Partners</li> </ul>
<b>9. Ethics and Compliance</b>			
<ul style="list-style-type: none"> <li>Utilizing a Business Conduct Manual/Code of Conduct, policies, training and the Integrity Hotline program to drive ethical behaviors and compliance worldwide</li> </ul>		<ul style="list-style-type: none"> <li>Board members</li> <li>Associates providing insights from investors</li> </ul>	<ul style="list-style-type: none"> <li>Internal leaders</li> </ul>
<b>10. End-of-Life Tires (ELT)</b>			
<ul style="list-style-type: none"> <li>Driving ELT to the best beneficial reuse avenues</li> </ul>		<ul style="list-style-type: none"> <li>Customers</li> <li>Industry associations</li> <li>Internal leaders</li> </ul>	<ul style="list-style-type: none"> <li>Associates providing insights from investors</li> <li>Suppliers</li> </ul>
<b>11. Inspiring Culture</b>			
<ul style="list-style-type: none"> <li>Attracting and retaining talent</li> <li>Building a diverse and inclusive culture</li> </ul>	<ul style="list-style-type: none"> <li>Promoting talent development, health and wellness and community engagement</li> <li>Succession planning</li> </ul>	<ul style="list-style-type: none"> <li>Board members</li> </ul>	<ul style="list-style-type: none"> <li>Internal leaders</li> </ul>

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BETTER FUTURE

In [Goodyear's Strategy Roadmap](#), we address the importance of developing great products and services that anticipate and respond to the needs of customers while building the value of our brand by focusing on quality and efficiency. *Better Future*, our corporate responsibility framework, supports the Strategy Roadmap, summarizing what we believe and where we will focus. The pillars of the framework are illustrated below.

Throughout this report, we explain why these topics matter, what we are doing to manage each, and our progress and performance on commitments. Some commitments outlined in the pages that follow were set recently and may not yet have performance data available.



**GOODYEAR**  
**BETTERFUTURE**

**Pillars of our Corporate Responsibility Strategy**

<b>Pillar</b>				
<b>Topic</b>	<b>Sustainable Raw Materials and Sourcing Supply Chain Management</b>	<b>Safety and Health Operational Impacts Product Quality End-of-Life Tires Business Continuity</b>	<b>Advancing Tire Performance Shaping the Mobility Revolution</b>	<b>Compliance and Ethics Health and Wellness Community Engagement Diversity and Inclusion Talent Development</b>
<b>Focus Areas</b>	<ul style="list-style-type: none"> <li>• Source sustainable natural rubber</li> <li>• Increase sustainable material usage</li> <li>• Pursue raw material traceability</li> <li>• Remove materials of concern</li> <li>• Manage supply chain ESG risks</li> </ul>	<ul style="list-style-type: none"> <li>• Culture of safety and health</li> <li>• Reduce environmental impacts</li> <li>• Produce high-quality products</li> <li>• Drive ELT to beneficial reuse</li> <li>• Risk analysis and mitigation</li> </ul>	<ul style="list-style-type: none"> <li>• Fuel efficiency, safety, longevity and comfort</li> <li>• Fleets, autonomous, connected and electric vehicles</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate ethical values</li> <li>• Healthy and well workforce</li> <li>• Global community engagement</li> <li>• Diverse and inclusive culture</li> <li>• Robust talent development</li> </ul>



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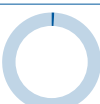
CLIMATE CHANGE

Evaluating possible impacts on climate is a global concern, and as a business with global operational impacts, Goodyear is committed to doing our part. Our plans to launch a climate sub-committee in 2020 were delayed with the need to focus on the business response to the pandemic. However, despite the pandemic, in 2020 we were able to reduce greenhouse gas (GHG) emissions across our operations by 20% compared to a 2010 baseline. We also achieved a 31% reduction in rolling resistance in our global consumer tire portfolio, thereby advancing toward our goal of reducing rolling resistance in our global consumer tire portfolio by 40% compared to a 2005 baseline.

In 2021, we will initiate a cross-functional committee sponsored by our CEO and a steering committee comprised of senior leadership team (SLT) members with the goal of establishing Goodyear’s climate strategy that aligns with stakeholder expectations and requirements and enables Goodyear to contribute to global climate change objectives. The strategy will define our ambition and include long-term and incremental science-informed targets for Scope 1 and 2 emissions and the most relevant and influenceable elements of Scope 3. The outcome of the strategy will be a tactical roadmap with key strategy elements and actions.

As the graphic below shows, the biggest impact through the tire life cycle is in the product use phase. One way that Goodyear can influence this is by helping to increase consumers’ fuel efficiency via improved rolling resistance products. Additionally, we work to improve our impacts throughout all life cycle phases through various strategies. Click on each strategy to learn more about our approach and commitments.

Goodyear utilizes Life Cycle Assessment (LCA) to evaluate products quantitatively through the entire life of the product – from the sourcing of raw materials all the way to the end of the product’s life. LCA is performed using internationally recognized ISO frameworks that help provide a full picture of product impacts as well as opportunities for improvement that can be used in product development. Goodyear has also collaborated with the Tire Industry Project (TIP) to develop Product Category Rules (PCRs) to evaluate the impacts of tires.

LIFE-CYCLE PHASE	DESCRIPTION	% CONTRIBUTION TO GLOBAL WARMING POTENTIAL <sup>1</sup>	MAIN DRIVERS TO IMPACTS	GOODYEAR STRATEGIES
 <b>Raw Materials</b>	Purchased goods and services including raw materials production		Material production	<a href="#">Optimized tire weight specifications</a> Research alternative material sources, such as <a href="#">soybean oil and rice husk ash silica</a> <a href="#">Collaboration with suppliers</a>
 <b>Manufacturing</b>	Production of the tire at Goodyear plants, including energy and waste in operations		Electricity use and grid mix in manufacturing Other energy use in manufacturing	<a href="#">Application of zero loss thinking to plant energy</a> <a href="#">Source renewable electricity</a> <a href="#">Maintain zero waste to landfill expectation</a> <a href="#">Improve overall equipment efficiency</a>
 <b>Distribution</b>	Upstream and downstream transportation		Distribution distances	Optimized warehousing Laced-tire stacking for more efficient shipping Aligned sales and operations planning Improved demand forecasting
 <b>Product Use</b>	Vehicle fuel or energy consumption related to the tire through rolling and acceleration resistance		Fuel consumption due to rolling resistance	<a href="#">Lower rolling resistance tire portfolios</a> <a href="#">Increase product lifetime</a> Research air maintenance technology <a href="#">Proper tire maintenance and use</a> <a href="#">AndGo consumer fleet maintenance services</a>
 <b>End of Life</b>	Transportation and processing at the end of the tire’s lifetime where many tires are utilized for materials or energy recovery		Recovery rate of tires	<a href="#">Support beneficial use options for ELT</a>

<sup>1</sup> Values are based on Goodyear’s 2020 Carbon Disclosure Project (CDP) reporting for Scope 1, 2, and 3. End-of-life treatment of sold products was not calculated in CDP reporting and values are based on estimates from other LCA activity.

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**HUMAN RIGHTS**

Goodyear has strong policies and practices relating to human rights. For example, Goodyear’s Human Rights policy is incorporated in our [Business Conduct Manual](#), [Zero Tolerance Policy](#), [Natural Rubber Procurement Policy](#), and the [Supplier Code of Conduct](#). Purchasing associates globally are provided annual training on Human Rights.

In recent years, stakeholders have shown an increased interest in learning more about our efforts regarding human rights. In 2021, Goodyear intends to launch a Human Rights Subcommittee to develop an aligned and enhanced human rights strategy. This committee will evaluate potential risks and opportunities to reduce risk in our operational footprint and our supply chain, including in the areas of child labor, forced labor, workplace health and safety, working hours and wages, freedom of association and collective bargaining, discrimination and harassment, conflict-affected areas, and environmental health and degradation. We plan to provide an update on this subcommittee’s efforts in future reports.

**THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS (SDGs)**

In 2015, the United Nations launched the [Sustainable Development Goals \(SDGs\)](#), a set of 17 broad goals and 169 targets to address global challenges and drive sustainable solutions toward the [2030 Agenda for Sustainable Development](#). In our 2018 report, we outlined the six SDGs and targets that we felt most aligned with our high-priority topics. In our 2019 report, as we began to focus more on the topic of climate, we added SDG 13 to our list. In 2020 we’ve added three more SDGs which also align with our work – SDGs 4, 6 and 7. You can find more information about the SDGs and specific targets we align with below, along with a brief description of the work we’re doing in each space. Click [here](#) to review the full list of SDGs.



Goodyear Pillar	Advanced Mobility	Sustainable Sourcing	Responsible Operations	Responsible Operations	Responsible Operations, Advanced Mobility
UN SDG Target	<b>3.6</b> By 2020, halve the number of global deaths and injuries from road traffic accidents	<b>4.5</b> By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations	<b>6.4</b> By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity	<b>7.3</b> By 2030, double the global rate of improvement in energy efficiency	<b>8.4</b> Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-year framework of programmes on sustainable consumption and production, with developed countries taking the lead

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Goodyear Pillar	Inspiring Culture	Advanced Mobility	Sustainable Sourcing, Advanced Mobility	Responsible Operations	Sustainable Sourcing
UN SDG Target	<b>10.2</b> By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status	<b>11.2</b> By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons	<b>12.2</b> By 2030, achieve the sustainable management and efficient use of natural resources	<b>13.2</b> Integrate climate change measures into national policies, strategies and planning	<b>15.2</b> By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally

Goodyear's to create solutions for fleets and autonomous, connected and electric vehicles can help improve driving habits and traffic for everyone on the roads. Smart and connected tires can assist the driver with proactive notifications of needed service, such as underinflation and tire wear. Next generation smart and connected tires can also help reduce stopping distance lost between a new and worn tire [by 30%](#).

As part of Goodyear's [Natural Rubber Procurement Policy](#), we are committed to projects that can impact both yields and livelihoods within the communities that support our supply chain. In 2020, Goodyear focused on programs to support smallholders impacted by the COVID-19 pandemic.

Goodyear's production of tires is not a water-intensive process, but we do operate in some areas where water stress can be high. Therefore, we strive to continuously reduce our water use. As of 2020, we have reduced our [global water intensity](#) by 55% from a 2010 baseline.

We have identified more than 347 energy efficiency projects that leverage a zero-loss culture to prioritize opportunities, target cost reductions and increase efficiency. Through our efforts, we have reduced our [global energy intensity](#) by 19% versus our 2010 baseline.

To illustrate our commitment to improve vehicle fuel efficiency, we are working to reduce tire weight by 9% in our global consumer tire portfolio from a 2005 baseline. In 2020, our work contributed to a reduced tire weight of 8.2% compared to the 2005 baseline.

Goodyear is committed to providing a work environment that is professional, respectful and free from discrimination, harassment, retaliation and workplace violence, and has a [Zero Tolerance policy](#) to protect associates.

In 2020, we furthered our commitment to building the future of mobility through [Goodyear Ventures](#), a \$100M fund dedicated to accelerating future solutions that improve sustainability and make life's connections easier every day.

Given that product quality, safety and customer satisfaction are our ultimate goals, we actively seek sustainable material options that deliver product performance, such as [soybean oil](#) and [rice husk ash silica](#).

In 2021, we will initiate a cross-functional committee to establish Goodyear's climate strategy and align with stakeholder expectations and requirements, enabling Goodyear to contribute to global climate change objectives.

Goodyear's [Natural Rubber Procurement Policy](#) promotes an environmentally and socially responsible supply chain. Goodyear is a founding member of the [Global Platform for Sustainable Natural Rubber](#) (GPSNR), launched in 2018.

## 2020 CORPORATE RESPONSIBILITY REPORT

## MEMBERSHIP IN ASSOCIATIONS

We demonstrate our commitment to sustainable development by collaborating with a variety of organizations, including:

## WORLD BUSINESS COUNCIL FOR SUSTAINABLE DEVELOPMENT (WBCSD)

The [WBCSD](#) is a global, CEO-led organization of over 200 leading businesses working together to accelerate the transition to a sustainable world. 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. WBCSD offers members the opportunity to participate in a number of programs and projects, including sector-specific projects such as the Tire Industry Project (TIP). Goodyear has been a member of WBCSD for over 15 years as part of TIP, and in 2020, joined the [Digitalization and Data in Urban Mobility](#) project.

## DIGITALIZATION AND DATA IN URBAN MOBILITY

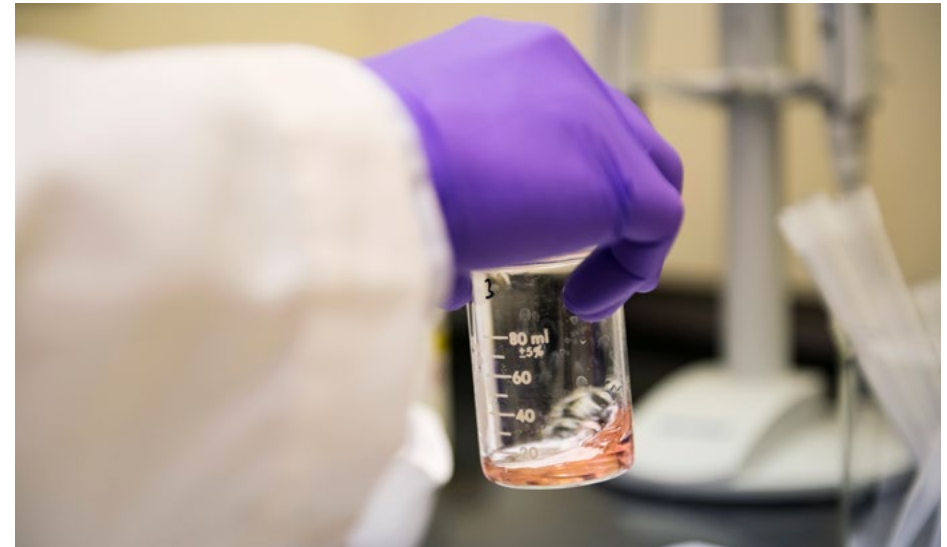
A WBCSD initiative, the [Digitalization and Data in Urban Mobility](#) project brings businesses and cities together to implement system-level and integrated initiatives to steer urban mobility systems transformation toward a safer, cleaner, more accessible and more efficient future. Mobility is a driving force for economic activity, enabling access to jobs, education and health, as well as the production of goods and services. Yet, traffic congestion is diminishing economic development, 80% of cities exceed the World Health Organization's air quality standards, and, on average, transport contributes 23% of CO<sub>2</sub> emissions. By 2030, cities are expected to be home to 60% of the global population. These challenges are expected to continue and expand.<sup>2</sup> Digitalization, new technologies and business models present opportunities for businesses and cities to collaborate and accelerate the creation and deployment of sustainable mobility systems. Goodyear committed to involvement in the project in 2020 and became a member in early 2021. We aim to understand how Goodyear's beyond tires mobility strategy can contribute to and benefit from the opportunities and challenges stemming from the transformation of urban mobility.

## TIRE INDUSTRY PROJECT (TIP)

Goodyear is a leader in the WBCSD's [Tire Industry Project \(TIP\)](#), formed in 2005 as a global, voluntary, CEO-led initiative undertaken by 11 leading tire companies. Together, TIP member companies, representing approximately 65% of the world's tire manufacturing capacity, work to anticipate, identify, analyze and address the potential human health and environmental impacts associated with tire development, use and management throughout the tire's lifecycle.

TIP's focus areas include sustainable natural rubber, materials and chemicals, tire and road wear particles (TRWP), end-of-life tire management, and tools and frameworks.

TIP member CEOs meet biennially to review project progress and approve a two-year work plan. The work plan is reviewed by an assurance group of independent scientists who provide guidance on the scientific relevance and robustness of planned work.



Despite the COVID-19 pandemic, TIP's agenda remained a priority throughout 2020. Some of TIP's major accomplishments from the year include:

**Sustainable Natural Rubber** - Goodyear continues to be an active member of the [Global Platform for Sustainable Natural Rubber](#), (GPSNR) including maintaining a role on the Executive Committee until September 2020. Despite challenges from COVID-19, GPSNR was able to onboard natural rubber smallholders from around the world to help create a more diverse and inclusive organization focused on the sustainability of natural rubber. It also established a GPSNR Policy Framework for Natural Rubber that members are expected to use to establish new public policies or incorporate this framework into their existing public sustainability policies in 2021. This Policy Framework will continue to enable GPSNR and its members to lead in the sustainability of natural rubber.

<sup>2</sup> Source: WBCSD

## 2020 CORPORATE RESPONSIBILITY REPORT

**Tire and Road Wear Particles (TRWP)** – TIP has been studying the potential impacts of TRWP on human health and the environment since 2005. The early research launched by TIP has been groundbreaking in terms of identification, quantification and risk assessment of TRWP in different environmental compartments, including air, soil, and sediments through the development of new sample collection methods and analytical techniques. As a result of this research TIP has published [13 peer-reviewed scientific studies on TRWP](#).

The topic of TRWP has been receiving increasing attention over the past several years from a large number of stakeholders, including international organizations, NGOs, governments and academic research institutions. As this group of stakeholders continues to expand, in addition to TIP, Goodyear participates as a member of regional tire trade associations (RTTAs), including the [European Tyre and Rubber Manufacturers' Association](#) (ETRMA) and the [U.S. Tire Manufacturers Association](#) (USTMA). The work with our regional associations involves advocacy and engaging with stakeholders to share tire industry research and expertise about TRWP, tires and tire-related materials.

In 2020, TIP continued research on TRWP. The research commissioned by TIP is conducted by independent research firms and consultants and guided by an advisory panel of academic experts. Recently published research from TIP includes:

- Analytical Method Development
- TRWP Aging Study
- TRWP Ecotoxicity Study
- TRWP Mass Balance Modeling
- TRWP Field Sampling

Beyond our engagement on TRWP with TIP and the RTTAs, Goodyear also takes into consideration impacts of TRWP as they relate to the sustainability of our products. To learn more about our efforts on product sustainability see [Sustainable Materials and Sourcing](#).

**End-of-Life Tires (ELT)** – In 2020, TIP began work to engage with stakeholders across the entire ELT value chain and promote the advancement of ELT management systems globally.

The goal of this continued work on ELT is to help expand the tire industry knowledge on ELT, facilitate stakeholder communication and engagement, and increase markets for the beneficial reuse of tires that reach the end of their useful life.

**Environmental Impacts** – TIP published its [2020 report](#) on environmental key performance indicators (KPIs) for tire manufacturing, noting overall maintained or improved performance at TIP member locations. The selected KPIs include energy use, CO<sub>2</sub> emissions, water use and ISO 14001 certification at member company tire manufacturing operations.



2020 CORPORATE RESPONSIBILITY REPORT

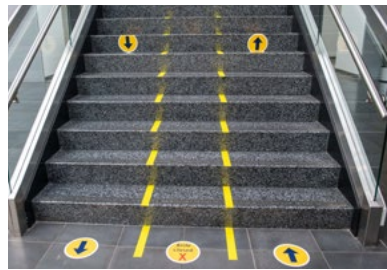
**AUTOMOTIVE INDUSTRY ACTION GROUP (AIAG)**

The [Automotive Industry Action Group](#) (AIAG) is a unique non-profit organization where Original Equipment Manufacturers (OEMs), suppliers, service providers, government entities and academia have worked collaboratively for more than 38 years to drive down costs and complexity within the automotive supply chain. In 2019, Goodyear joined AIAG’s Corporate Responsibility Steering Committee (CRSC).

In 2020, the CRSC revised its mission and vision to advance and accelerate the current challenges facing the automotive industry. The committee also established strategies and objectives in line with the updated mission and vision.

**THE CONFERENCE BOARD**

As a nonpartisan entity founded in 1916, The Conference Board delivers insights to member organizations in such areas as sustainability, corporate philanthropy, social responsibility, education, and diversity and inclusion.



Goodyear is a member of The Conference Board’s [Environmental, Social & Governance](#) (ESG) Center and its [Human Capital Center](#). We are involved in several councils and working groups as a part of these engagements.

Within the ESG Center, Goodyear participates in the [Product Stewardship and Regulatory Affairs Council](#), which allows us to exchange ideas and best practices about product-related regulatory, compliance and responsibility matters with peers from other companies and industries. We also have representation in [Sustainability Council 1: Strategy & Implementation](#), which is composed of companies that strive to track, manage and reduce their environmental and social footprints in their operations and across their supply chains.

As part of the Human Capital Center, we are also a member of the [Diversity and Inclusion Leadership Council](#), which delivers insights to help members optimize and enhance diversity and inclusion.

**TRADE ASSOCIATIONS**

We explore, and work collectively, to improve various tire-related sustainability topics through our membership in several RTTAs, including the USTMA and the ETRMA. USTMA released a [report](#) in 2018 on the state of sustainability for the U.S. tire industry with an updated version expected in 2021. ETRMA launched the European Tyre and Road Wear Particles (TRWP) [Platform](#) in 2018 with support from CSR-Europe. The Platform has created an open and inclusive dialogue among relevant stakeholders, including policymakers, industry, NGOs and academia. The Platform published two reports in its first year and ETRMA, USTMA and TIP are taking actions, including sponsoring research and collaboration, to help the industry and society better understand and respond to questions raised regarding TRWP.



2020 CORPORATE RESPONSIBILITY REPORT

AWARDS

In 2020, Goodyear received a number of awards highlighting the achievements of Goodyear and our diverse associate team. On this page is a sampling of the awards we received:

- Goodyear has been listed among the top 20 most socially innovative companies in the U.S. for the second time. The Social Innovation Index,™ part of the [American Innovation Index](#), measures consumer perceptions of companies and their efforts to solve societal and environmental problems.
- Goodyear was named to three of Forbes' 2020 Best Employer lists – World's Best Employers, America's Best Employers for New Graduates and America's Best-In-State Employers. Forbes partnered with Statista Inc. to conduct independent surveys with employees from companies around the U.S. and the world to develop these prestigious lists.
- Goodyear was named Sustainability Supplier of the Year by Fiat Chrysler Automobiles during its annual supplier conference.
- Goodyear was recognized as a top-performing supplier at the 22nd annual Ford World Excellence Awards, Ford's highest recognition for its suppliers worldwide.

GOODYEAR RECOGNIZED FOR LGBTQ EQUALITY

Goodyear was recognized as one of Ohio's top-ranked companies for LGBTQ Equality in the 2020 Corporate Equity Index (CEI) from the Human Rights Campaign Foundation (HRC) at the World Economic Forum. The index assesses corporate LGBTQ inclusion policies and practices and an organization's commitment to promoting a diverse and inclusive workplace. Goodyear joined more than 680 other U.S. companies continuing to help advance policies and practices to protect their LGBTQ workers, both at home and abroad. Goodyear scored 90 out of 100 possible points, maintaining our 2019 score.



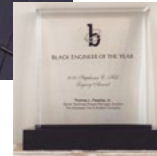
2020 National Diversity Council Power 50 Award

**Laura Duda**, SVP and chief communications officer, was recognized with a Power 50 Award from the National Diversity Council at its virtual National Diversity & Leadership Conference. This award honors female executives from top companies who strive to improve their companies and community.



2020 Stephanie C. Hill Legacy Award

**Tom Peeples**, senior manager, Lean Operations Americas and former president of the Goodyear Veterans Association Employee Resource Group (ERG) in Akron, received the Stephanie C. Hill Legacy Award at the 2020 Black Engineer of the Year Awards (BEYA).



The award is named for Stephanie Hill, the 2014 Engineer of the Year, who has promoted science, technology, engineering and mathematics (STEM) education throughout her career. The award is given each year to an engineer with the same level of commitment.



2020 Science Spectrum Trailblazer Award

**Ashley Jones**, lead engineer, was honored with the 2020 Science Spectrum Trailblazer Award at the BEYA STEM Conference. Recipients are chosen for their innovation, leadership and contributions to building an inclusive and diverse scientific workforce.



2020 STEP Ahead Award Winner

**Michelle Ross**, director, Supply Chain North America Commercial and Global Off-Highway, was named a 2020 STEP Ahead honoree by The Manufacturing Institute. STEP (Science, Technology, Engineering and Production) Ahead is a prestigious award that acknowledges women in manufacturing who have demonstrated leadership skills and excellence both in their careers and communities.



# SUSTAINABLE SOURCING

2020 CORPORATE  
RESPONSIBILITY REPORT





# SUSTAINABLE SOURCING

Given the potential social and environmental impacts of a global supply chain, we proactively seek to understand our supply chain risks and address them to support a healthy ecosystem. At Goodyear, sustainable sourcing is our approach to responsibly managing the materials we use for our operations and products. That includes our efforts to source sustainable natural rubber, increase our sustainable material usage, pursue raw material traceability, remove materials of concern and proactively manage supply chain ESG risks.

TOPIC	IMPORTANCE
Sustainable Materials and Sourcing	Goodyear is actively working toward selecting more sustainable materials that deliver the same or enhanced product quality and performance, and selecting suppliers who uphold fair working conditions, use sustainable harvesting practices, and share our values.
Supply Chain Management	As part of Goodyear's commitment to responsible sourcing, supply chain management remains a high priority for Goodyear.

## SUSTAINABLE MATERIALS AND SOURCING

Prior to sourcing materials, Goodyear's Product Stewardship team completes supplier reviews that include gathering safety data sheets (SDS) and ensuring the materials comply with all applicable global chemical inventories and regulatory standards, including the European Union's Regulation (EC) No. 1907/2006 concerning [Registration, Evaluation, Authorization and Restriction of Chemicals \(REACH\)](#) and the U.S.' [Toxic Substances Control Act \(TSCA\)](#). Goodyear's Global Material Science team approves material specifications. In addition, through their management of change processes, our manufacturing facilities conduct environmental, health and safety (EHS) checks to help ensure safe use and compliance. Goodyear's Procurement and Technology teams manage the governance of materials and sourcing.

## SUSTAINABLE MATERIALS PERFORMANCE

Given that product quality, safety and customer satisfaction are our ultimate goals, our Procurement and Technology teams actively seek sustainable material options that deliver product performance without increasing supply or production costs.

To advance Goodyear's sustainable material use, our Technology teams work to incorporate new innovations and use and/or investigate alternative raw materials that are more sustainable, such as innovative new rubber and soybean oil. As an example, we have announced sustainability goals around the increased use of soybean oil in our products, including the goal to increase the use of soybean oil in place of petroleum-based oil by 25% by the end of 2019. We met, and far exceeded, this goal by increasing our soybean oil use by 90% in 2019. We then set the goal to increase our year-over-year use of soybean by 100% by the end of 2020. Due to production effects related to COVID-19 during 2020, our use of soybean oil increased by 73% – an increase that fell short of our 100% target. Our long-term goal of full petroleum oil replacement in our products by 2040 remains in place. These goals are supported by the established versatility of the technology, along with the demonstrated performance and processing advantages. To learn more about our soybean oil tread compound, see [Advanced Mobility](#).



Another example is our use of bio-based replacements for silica. Goodyear is now using a silica product made from residual rice husk ash – a byproduct of rice processing. Rice husk ash (RHA) silica can help deliver performance similar to traditional sand-based silica yet is more environmentally friendly and helps reduce waste going to landfill. Over the past several years, we have introduced the use of RHA silica in several of our global manufacturing facilities. We are working closely with our suppliers to explore further expanding the use of RHA silica and set a goal to double our use by 2021 when compared to 2018 use. We made significant progress toward that goal in 2019 as our usage increased by 74%. However, COVID-19 related effects on production impacted our 2020 use of RHA silica, resulting in an increase of 47% compared to 2018 use. Additionally, we demonstrated the capability to build a tire with no petroleum-based content and 100% rice husk ash silica as a replacement for traditional filler materials like carbon black and/or sand-based silica.

2020 CORPORATE RESPONSIBILITY REPORT

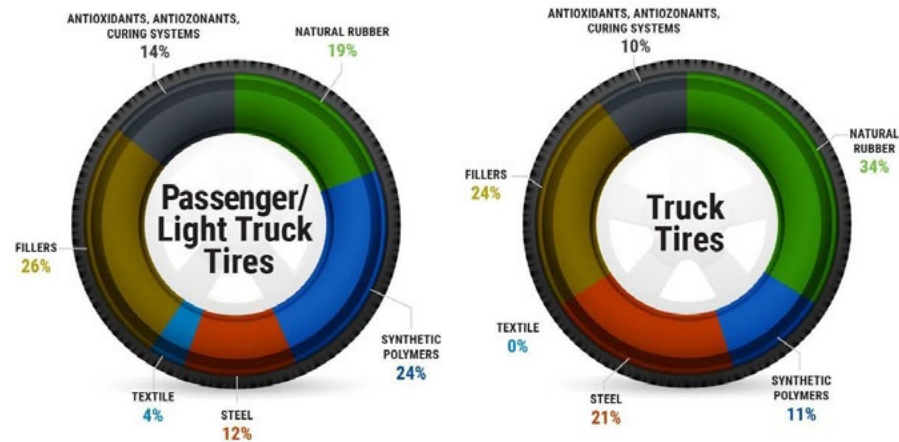
Goodyear is also exploring dandelion rubber as an alternative raw material to rubber from the tropical *Hevea brasiliensis* tree species, or rubber tree. We are a part of [The Program of Excellence in Natural Rubber Alternatives \(PENRA\)](#) with The Ohio State University, Oregon State University, the University of Nebraska, the University of Akron, and the American Sustainable Rubber Company to research the feasibility of sourcing natural rubber from Russian dandelions, or *Taraxacum kok-saghyz*. Rubber trees typically take seven years to produce the latex needed for rubber production, whereas dandelions can be harvested every six months. These dandelions are also resilient and can grow in moderate climates and poor soil. If determined a feasible alternative, they could potentially be grown closer to our facilities, reducing transportation-related CO<sub>2</sub> emissions.

Synthetic rubber is an alternative to natural rubber and is typically made from petroleum-derived materials. In a joint program with DuPont Industrial Biosciences, we developed and patented a bio-based Biolsoprene™ monomer that can help Goodyear produce high-quality synthetic rubber without depending on a petroleum-based feedstock. This monomer is made from a renewable carbohydrate source that could help Goodyear reduce our carbon footprint.

SUSTAINABLE SOURCING PERFORMANCE

At Goodyear, we strive to make an impact by our choice of the materials we use. We are committed to managing sourcing in a way that helps reduce environmental and social impacts and improve our global risk management. To that end, we are working to expand Goodyear’s requirements to include sustainable sourcing guidelines. Our goal is to release an updated Supplier Code of Conduct reflecting our work in this area in 2021.

Goodyear’s supply chain includes direct materials such as natural and synthetic rubber, steel cord, fabrics, fillers, pigments, chemicals and oils, semi-finished goods such as bead wire, and indirect items such as services, equipment, maintenance and transportation.



Materials by percentage for “typical” tires (Source: [USTMA](#)).

NATURAL RUBBER

More than 99% of the world’s natural rubber is made from latex derived from rubber trees, which are primarily sourced from Southeast Asia. The tire industry uses approximately 70% of the world’s natural rubber, and demand for natural rubber is growing. This raises various social, environmental and economic concerns and opportunities associated with the production of this important commodity. Social and agricultural practices in natural rubber production can vary greatly and can have significant impacts on the livelihood and rights of local people, as well as local ecosystems through potential habitat conversions and reduction of species from deforestation.



Goodyear does not own any rubber tree plantations, but we have taken actions as a purchaser of natural rubber. In 2020, Goodyear continued our commitment to responsibly source natural rubber with our [Natural Rubber Procurement Policy](#), first adopted in 2018.

The key policy principles guiding Goodyear’s actions include:

- Protect the rights of workers, landowners and local people;
- Promote responsible acquisition and management of land that is free from deforestation and land grabbing;
- Promote practices for traceability of natural rubber through the entire supply chain;
- Expect responsible and sustainable processing;
- Promote the best-known cultivation and harvesting techniques;
- Support the livelihoods of smallholders to address deforestation and human rights issues; and
- Regularly audit 100% of active suppliers and work with them to comply with our policy.

## 2020 CORPORATE RESPONSIBILITY REPORT

Additionally, Goodyear is a founding member of the [Tire Industry Project \(TIP\)](#), a CEO-led initiative with 11 of the world's major tire companies. Through TIP, Goodyear worked with other stakeholders, including automakers, rubber producers, other end users, and civil society, to move the natural rubber supply chain toward natural rubber sustainability. TIP members and others launched the [Global Platform for Sustainable Natural Rubber \(GPSNR\)](#) in 2018. The platform's goal is to "harmonize standards to improve respect for human rights, prevent land grabbing and deforestation, protect biodiversity and water resources, improve yields, and increase supply chain transparency and traceability."<sup>3</sup> In 2020, Goodyear participated in the GPSNR general meeting and a Goodyear representative continued a two-year term on the Executive Committee.

In addition to being a GPSNR founding member and a member of the GPSNR Executive Committee, we also lead a working group focused on defining GPSNR's vision for sustainable natural rubber and establishing the strategies needed to achieve that vision. In 2020, that working group prioritized efforts to understand sustainability risks within the natural rubber supply chain by undertaking an environmental risk assessment that is expected to be completed in 2021. This work is intended to support the development of GPSNR's Theory of Change and to help GPSNR continue to develop the roadmap to a more sustainable natural rubber supply chain.

## SUPPORT FOR NATURAL RUBBER FARMERS AND COMMUNITIES

As part of Goodyear's Natural Rubber Procurement Policy, we are committed to supporting socially responsible projects in the communities that support our supply chain. In 2020, Goodyear focused on programs to support smallholders impacted by the COVID-19 pandemic. Working with one of our suppliers, we helped to provide food and aid packages to 3,000 smallholders and their families in Indonesia, a measure intended to provide relief and care during extremely challenging times.

We also worked with one of our suppliers to help construct an emergency care and laboratory ward, with laboratory equipment, in Ivory Coast to assist in providing for those in need of local health care and support.



## CONFLICT MINERALS

Goodyear does not directly purchase conflict minerals for use in our manufacturing processes; however, some of our tier 1 suppliers incorporate these minerals into components that we purchase from them, such as bead wire. Goodyear conducts due diligence on our supply chain to assess our exposure to risk due to conflict minerals. Our [Supplier Code of Conduct](#) requires that our suppliers source their minerals, derivatives of minerals and other raw materials in a manner that respects human rights and that they do not directly or indirectly finance or benefit armed groups in the Democratic Republic of the Congo (DRC) and/or adjoining countries. We require suppliers to certify that all materials and products supplied to Goodyear either: i) do not contain conflict minerals, such as tantalum, tin, tungsten or gold or ii) if they do, suppliers will cooperate with Goodyear to determine the country of origin and the source (including the applicable smelter) and chain of custody of those elements.

To ensure compliance with our expectations, we also require any supplier with products containing tantalum, tin, tungsten, or gold to fill out a Conflict Minerals Reporting Template (CMRT) twice a year. This also applies to any supplier with products containing cobalt, which we expect to add to our Supplier Code of Conduct requirements in 2021. We require suppliers to disclose the smelters for those products, and we are a member of the [Responsible Minerals Initiative's \(RMI\) Conflict-Free Smelter Program](#), an industry initiative that audits smelters' due diligence activities. View our 2019 Conflict Minerals report [here](#).

## SOYBEAN OIL

As we continue to increase our use of soybean oil as a replacement for petroleum products, we identified a need to formalize our standards for the responsible procurement of soybean oil. Our [Soybean Oil Procurement Policy](#) was published in March 2021. Building upon our Business Conduct Manual and Supplier Code of Conduct, we believe the policy can help guide processors, farmers, and all other members of the supply chain to establish practices and make sound environmental and social decisions related to the growing, harvesting, and processing of soybeans.



# SUPPLY CHAIN MANAGEMENT

Goodyear’s Chief Procurement Officer leads our Procurement team to manage Goodyear’s sourcing for the materials and services we use globally. Together with other Goodyear teams, our Procurement team oversees and implements policies, programs, and supplier assessments and audits. The team also provides associate training on topics such as human trafficking, forced and child labor, anti-corruption, compliance, and strategic sourcing processes. First-year Procurement associates receive more than 40 hours of procurement-specific training, and all team members receive an annual refresher training. Training includes content that helps associates identify potential issues and provides us with the skills and resources to respond appropriately.

We require our suppliers to comply with Goodyear’s Supplier Code of Conduct, or have their own equally substantial code of conduct, and we may deny or terminate a business relationship should a supplier not do so. Topics covered in the Supplier Code of Conduct include child labor and other working condition regulations, environmental practices and anti-corruption. We discuss the remaining policies listed above in more detail in [Human Rights](#) and [Natural Rubber](#).

SUPPLY CHAIN MANAGEMENT POLICIES	THOSE REQUIRED TO COMPLY
<a href="#">Supplier Code of Conduct</a>	All suppliers
<a href="#">Global Human Rights Policy</a>	All Goodyear associates and suppliers
<a href="#">Natural Rubber Procurement Policy</a>	All participants within the natural rubber supply chain (e.g., smallholders, plantations, intermediate dealers/consolidators, processors, and trading companies)
<a href="#">Soybean Oil Procurement Policy</a>	All participants within the soybean oil supply chain
<a href="#">Business Conduct Manual</a>	All associates

Goodyear’s Business Continuity and Procurement teams annually conduct an all-category and commodity risk assessment that identifies top raw material supplier risks across our global supply chain. This annual survey considers a wide range of factors, including: procurement spend and volume; supply or supplier alternatives; geographic spend; geopolitical concerns; and emerging laws and regulations. Goodyear reserves the right to request information or access to suppliers’ facilities at any time to confirm compliance, including and especially as it relates to human trafficking and modern slavery. In the event of violations, our Procurement

team pursues appropriate responses, which may include working with suppliers to create corrective action plans or, in appropriate cases, terminating the relationship. We include audit and corrective action results in our sourcing strategy discussions.

Our existing screening process includes an ESG survey and requires raw material suppliers – new or existing – to respond to the survey or provide answers to a similar assessment. In 2020, we completed an assessment for 91% of our raw material spend. Through this process, covered suppliers are required to provide information on policies and programs pertaining to, but not limited to: human rights; employee training; environmental, health and safety; chemical management; hazardous material controls; and waste management. These survey results help position us to take effective action as we determine supply chain opportunities and strategies, as well as to create and implement action and improvement plans when appropriate. In 2021, we plan to continue to work with suppliers as needed to develop agreed-upon improvement plans as well as introduce a pilot program for strategic indirect suppliers to be included in our ESG assessment process.

Goodyear is also exploring processes and technology to enhance supply chain traceability, tracking materials along development paths from agricultural production to storage, distribution, processing, manufacturing and more. In 2020, Goodyear planned to pilot a new system utilizing smartphone technology to assist in field-based data capture with smallholders. The pilot has been put on hold due to concerns related to COVID-19, including travel restrictions for the safety of our employees as well as our suppliers’ employees, but is expected to resume when conditions improve. In this pilot, we hope to work toward rolling out this technology on a broader scale within our natural rubber and other raw material supply chains.



## HUMAN RIGHTS

Goodyear’s [Global Human Rights Policy](#) illustrates that we are fully committed to maintaining an inclusive workplace and value chain that is free of harassment based on a person’s gender, race, age, religion, disability, ancestry, national origin, sexual orientation, or other characteristics protected by applicable law. We prohibit all forms of compulsory, indentured, or slave labor as well as human trafficking, and this extends beyond our operations and includes suppliers and other third parties.

Goodyear’s raw material supplier assessments include questions pertaining to supplier human rights policies and violations. As noted above, our Supplier Code of Conduct addresses important topics including human rights, child labor and other working condition regulations, environmental practices and anti-corruption. All suppliers are expected to abide by Goodyear’s Supplier Code of Conduct or have their own equally substantial code of conduct.



In line with Global Reporting Initiative (GRI) reporting recommendations, we reviewed the material contracts listed as part of our annual public financial reporting for those initiating strategic equity acquisitions or capital projects with a view to assessing human rights content in any applicable agreements. For the 2020 reporting period, there were no listed contracts in these categories.

With a comprehensive approach to ethics and compliance measures, we work to ensure our own operations do not allow or pose significant risk for either child or forced labor. In accordance with the [California Transparency in Supply Chains Act of 2010](#), Goodyear takes measures to prevent and eliminate forced labor in our direct supply chain, such as the risk-based assessments, supplier audits and procurement trainings discussed above. To develop the baseline for our human trafficking risk assessments, we used the [2010 U.S. Department of Labor’s \(DoL\) List of Goods Produced by Child or Forced Labor](#) that categorizes goods by country. Within the tire industry, the production of natural rubber, particularly in Southeast Asia, poses the highest risk of child or forced labor.

Goodyear audits all of our natural rubber suppliers every two years to ensure our operations are not supporting child or forced labor. In 2019 and 2020, we conducted onsite or virtual audits at 91% of our supply. The total coverage was impacted by COVID-19 related travel

restrictions as we transitioned from onsite to virtual audits. We completed 100% of our 2019 audits onsite compared to 10% onsite and 90% virtual audits in 2020. Please see our [Natural Rubber Procurement Policy](#) for more information.

One hundred percent of Goodyear Procurement associates take an annual online training course on human rights issues. Beyond raising awareness about slavery and human trafficking, such as forced labor and child labor, the course also sets expectations for reporting any known or suspected violations.

Goodyear’s [Integrity Hotline](#), available to both associates and suppliers, enables reporting of potential human rights issues, including anonymously (where permitted by law). This hotline is available 24 hours a day, 7 days a week from anywhere in the world via toll-free telephone or website.

## PERFORMANCE

Our ongoing efforts to strengthen our understanding of our global supply chain through our ESG survey give us a baseline for enhancing our metrics and achieving forward-looking goals, including:

- Completing more than 90% of the assessments of raw material spend to Goodyear’s ESG information (through our survey or similarly) by December 2020 – Completed
- Creating and implementing an action plan to improve the performance of each raw material supplier below a defined ESG survey score by December 2020 – Completed
- Updating Supplier Code of Conduct – Expected to be released in 2021
- Achieving 100% ESG survey response rate from suppliers of strategic indirect materials – Expected to be completed by December 2021
- Training our Natural Rubber Procurement team on the ISO 26000 by December 2020 – Completed; Training on ISO 20400 standards – Expected to be completed by December 2021
- Achieving 50% raw material spend traceability by 2025 – Delayed due to pandemic-related travel restrictions. Once lifted, we will reassess timing.





# RESPONSIBLE OPERATIONS

2020 CORPORATE  
RESPONSIBILITY REPORT



# RESPONSIBLE OPERATIONS

Goodyear’s [Strategy Roadmap](#) speaks to our commitment to operational excellence, and that includes practices in support of responsible business growth. Our day-to-day efforts to deliver high-quality products in an efficient manner are supported by a culture of safety and health. We manage our environmental impacts and plan for adverse conditions to support business continuity. In the spirit of continuous improvement, we take lessons learned and proven best practices to create and update our global standards. Operating in a responsible manner worldwide leads to protecting our people, our customers, our planet, our company and our good name.

TOPIC	IMPORTANCE
Workforce Safety and Wellness	Our vision is to be known as having the safest operations in the world. We have also established the goal of eliminating all serious injuries and fatalities in our workplace while achieving a total incident rate (TIR) of less than 1.0 by 2023 and less than 0.5 by 2028. This goal contributes to the long-term success of our company and is in place for the health and safety of our people.
Operational Impacts	We continuously work to reduce our operational impact. We believe we have the ability to further reduce energy consumption, emissions, water and waste within our operations, not only to meet and exceed environmental regulations, but also to help improve the environment.
Product Quality	Our customers and consumers demand high-quality tires that will help them get where they need to go safely. Quality is an integral part of our Strategy Roadmap, with a vision to be the tire supplier of choice across the world by providing industry-leading tire quality, performance and service.
End-of-Life Tires (ELT)	An estimated one billion tires reach the end of their useful lives every year around the world. We are committed to advancing the successful recovery, reuse and recycling of end-of-life tires. Environmental benefits include waste reduction, material recovery, decreased energy consumption and costs, and emissions reduction.
Business Continuity	We work diligently to plan for, adapt to and quickly recover from operational disruptions, all while working toward a vision of being the most resilient tire manufacturer in the world. A focus on continuous improvement and best practice sharing benefits our Business Continuity teams on a global scale.

## WORKFORCE SAFETY AND WELLNESS

Through Goodyear’s integrated EHS governance approach, objectives cascade from senior leadership to the regions and throughout each facility. Our Vice President, Global Environmental, Health, Safety and Sustainability (EHS&S) and Business Continuity facilitates the Goodyear EHS Governance Council, which provides an aligned strategy for regional EHS teams and sets organizational EHS expectations. Goodyear’s Senior Leadership Team holds the Governance Council and local facility teams accountable for strategy execution and results.

Our [EHS Policy](#) underscores the principles that guide us toward continuous EHS improvement in our workplaces. Additionally, 11 facilities are Occupational Health and Safety Assessment Series (OHSAS) 18001-certified, along with the 46 facilities that are certified to [ISO 14001](#). In 2019, we implemented our enhanced EHS Management System across all customer-facing operations, including retail and field service support businesses. The system aligns with recognized standards, including [ISO 45001](#), and served as a valuable infrastructure to support our response to COVID-19 in 2020. Our pandemic response focused on risk-assessment and the deployment of countermeasures in alignment with the hierarchy of controls. The controls, including engineering controls, administrative controls and personal protective equipment, were deployed through our employee teams and governed through global, regional, and local steering committees and audit and inspection processes.



Our EHS Management System includes a vendor and supplier prequalification process to assess shared values and alignment with requisite EHS programs and capabilities. Furthermore, Goodyear’s Supplier Code of Conduct, a set of expectations that apply to all suppliers, includes expectations that suppliers comply with all applicable laws and act in a manner that helps protect our good name and reputation.

Plant Optimization (P.O.) is our manufacturing operating system that is built on the foundation of People and Environmental Care (PEC). Associates are meaningfully engaged in EHS through PEC. Over the past three years, 599 associates completed the formal two-week, intensive P.O. Academy. The number of completed P.O. Academy eLearning courses rose to 20,421 in 2020, an increase from 13,484 in 2019 and 10,783 in 2018.

2020 CORPORATE RESPONSIBILITY REPORT

Work-related hazards are identified through associate recognition and identification, audits conducted by third parties skilled in the identification of EHS hazards, and facility management and safety team engagement through audits and safety walks. We use technology to track and execute our safety audit and inspection process. For example, the store locations in our North America Retail Operations complete their field leadership audits using our Risk Identification and Management System (RIMS) mobile application for ease of reporting, trending and tracking findings to closure. The team leveraged the same tool to validate COVID-19 preventative measures at their facilities.

Formal health and safety committees represent 100% of our manufacturing associates.

A great example of associate engagement and recognition is our Safety Ambassador Award in our Europe, Middle East and Africa (EMEA) region.

The 2020 Safety Ambassador Award winner was **Edgar Kaut**, labor trainer from our Luxembourg tire plant, who received the award for his extraordinary safety leadership in the plant's off-the-road (OTR) department. Edgar focused on increasing risk awareness, helping to reduce his team's year-over-year injuries by 90%.



In 2020, the **Adapazari Safety Culture Sub-Committee** was the first team to receive the Safety Ambassador Award. The 16-associate multi-department team in the Turkey plant was formed to develop a strategy to improve safety behaviors. The team introduced several innovative activities to increase the attention and engagement of all associates. Incidents related to unsafe acts represent 40% of all incidents, a significant drop from 83%.



PERFORMANCE

Goodyear measures our safety progress through both leading and lagging indicators. In 2020 we expanded our leading indicators to include key metrics related to ergonomics and industrial hygiene, beyond our existing indicators which include: EHS management system maturity; associate engagement; Corrective Action/Preventative Action (CAPA) related to audits, inspections and near-miss incidents; near-miss incident reporting; Serious Injury (SI) and SI Potential; Total Incident Rate (TIR)(injuries that require medical treatment above first aid and restricted/lost-time injuries); contractor injuries; and first-aid injuries.

All incidents, including injuries, illnesses, near misses and property damage, are investigated. Causes are then identified, and corrections developed and implemented. These are captured in our EHS Management System for internal escalation, sharing of lessons learned, analysis, and data analysis.

We experienced a reduction in total serious injuries from our baseline year of 2018. However, our 17 serious injuries in 2020 included five fatalities – two contractor and three Goodyear associates in our global footprint. We remain committed to take actions needed in furtherance of our goal of eliminating all serious injuries and fatalities in our workplace.

We will continue to learn and build maturity in SI prevention, and teams throughout our global footprint are committed to reaching our goal of zero. Detailed metrics can be found in the [data table](#).

SERIOUS INJURY (SI) PREVENTION

To be known as having the safest operations in the world, we focus our EHS efforts on constantly reducing the risk of serious injuries. We've identified serious injury risks, which we refer to as our Serious Injury Indicators, based on a review of incident history, external benchmarking, and industry best practices. Though 2020 was a challenging year, we matured our SI Prevention capabilities in many areas. We identified and developed global, regional, and site-level SI Indicator owners aligned with the appropriate function, such as Isolation and Control of Hazardous Energy being owned by our Engineering leaders. The SI Indicator owners facilitated gap assessments for each of our SI Indicators and collaboratively developed action plans that are being governed through our senior leaders. In 2020, more than 350 gap assessments were performed, and 1,300 actions identified to mature our processes and capabilities.



## SYSTEMS AND TECHNOLOGY

Reliable, structured data is vital to current and future EHS decision-making. We have invested in industry-leading EHS management system software that generates real-time global data, allowing us to drive decision-making aligned with our strategic goals. We continue to expand our use of technology on the frontline.

## INDUSTRIAL HYGIENE

Preventing work-related illness in the workplace begins with understanding the potential impacts of noise and the substances used in the manufacturing process. We assess workplace exposures through monitoring, which validates that controls are effective and provides transparency to associates. Goodyear's industrial hygiene process uses best practices and regulatory and consensus standards to move beyond compliance. To advance global alignment, capabilities and visibility, in 2020 we established an industrial hygiene roundtable, consisting of a group of global subject matter experts. The roundtable established a new industrial hygiene leading indicator designed to increase visibility and drive continued maturity at our facilities.

## ERGONOMICS

Goodyear's Ergonomic Core Teams implement a six-step problem-solving process to reduce injuries and maximize workplace performance, and our Ergonomic Core Teams' efforts have contributed to our overall incident rate reduction.

In 2020, we introduced motion capture technology to our ergonomic teams, which is a technologically enhanced way to assess jobs for musculoskeletal risks. The technology harnesses artificial intelligence and computer vision to accurately assess jobs and capture real-time data with a video camera or mobile device. Since its introduction, we've trained more than 100 ergonomic team members to use this new technology. In addition to being more efficient, our initial results indicate using the technology provides improved accuracy based on more precision in the force measurements.

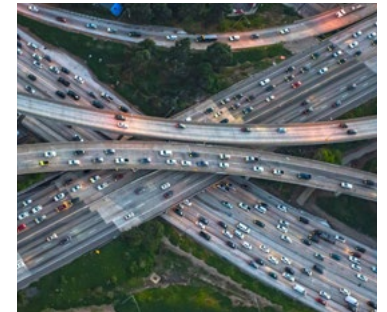
In an example of how Goodyear associates are working differently through the pandemic, yet still efficiently and collaboratively, Sam Adams, product engineer at the Hebron Development Center in Ohio, uses a RealWear head-mounted device to provide real-time, virtual support during machine installation at Goodyear's new manufacturing facility in Dudelange, Luxembourg. Goodyear associates are using the head-mounted devices for engineering and construction projects, as well as various audits, including those for quality and environmental, health, safety and sustainability (EHS&S).



## OPERATIONAL IMPACTS

Goodyear's SVP Global Operations and Chief Technology Officer oversees the teams that implement our robust approach to operational environmental impacts. This includes our network of global, regional and facility leaders in EHS, Sustainability, Engineering and Procurement. Our EHS Policy is our guiding principle for all levels of management, associates and contractors to continuously improve the safety and health of our workplaces and protect the environment.

We carefully monitor our energy, greenhouse gas (GHG) emissions and water use, set company-wide and facility-specific goals to reduce our operational impacts, and continue to comply with all applicable laws and regulations. In 2020, Goodyear continued the integration of energy management principles through the cross-functional efforts of our Engineering, Procurement, and Sustainability teams. We integrated energy management into the P.O. operating system, which embraces a zero-loss mindset and is active in 30 of our plants. This integration included aligning energy management with several of the key pillars of P.O., such as focused improvement, daily equipment care, reliability excellence, and early equipment management.



During 2020, our manufacturing operations were affected by the COVID-19 pandemic, particularly during the second and third quarters of the year. Multiple plants operated at reduced production levels, which resulted in an inefficient use of energy. Despite these impacts, we managed to reduce our overall global energy intensity.

## ENERGY PERFORMANCE

During Goodyear's 2018 assessment of sustainability issues, our stakeholders identified energy and GHG emissions as a high-priority topic. Through the integration of energy into P.O., we work to reduce energy through zero-loss thinking and equipment efficiency, led by global, regional and plant engineering teams. The energy loss assessment within our overall manufacturing zero-loss assessment has different categories of energy losses that can occur in all areas of the manufacturing facility, such as steam use, utility costs, heating and cooling and electric use efficiency. Upon completion of the annual energy loss assessment, each plant identifies its greatest opportunity areas and sets its own goals in BTUs per pound of production.

2020 CORPORATE RESPONSIBILITY REPORT

These goals are incorporated into Goodyear's global energy reduction goal. We have identified more than 347 energy efficiency projects in our most recent five-year plan that leverage a zero-loss culture to prioritize opportunities, target cost reductions and increase efficiency. Our savings in energy efficiency in recent years, on average, has been \$10M each year. However, in 2020, these savings were reduced slightly to \$8M due to impacts from the pandemic. Through our efforts, we have reduced our global energy intensity by 19% versus our 2010 baseline.

In addition to our annual energy loss assessment and goal-setting process, Goodyear reviews and updates our energy strategy. Some of our recent strategic initiatives included increased sharing of best practices, the creation of a global energy project catalog and identifying key initiatives for the regions and plants. In 2021, we will focus efforts on increasing utilization of renewable energy and the expansion of metering at the plants to enable more robust, real-time monitoring of energy performance in a centralized energy management system in accordance with our digital manufacturing strategy.



In 2020, some of our energy efficiency projects included:

- Solar energy generation project at our Americana, Brazil, plant, which is expected to save approximately 4.5 KWh per month.
- Steam turbine installation at our Americana, Brazil, plant, resulted in 1.0 MW in recovered excess heat.
- Low pressure steam turbine installation at our Aurangabad, India, plant, resulted in an approximate annual savings of 480 kW.
- Full LED lighting installation was completed in six of our Asia Pacific (AP) plants: Aurangabad and Ballabgarh, India; Indonesia; Malaysia; Thailand; and Pulandian, China.
- Installation of 250 kW solar power generation in Aurangabad, India, and purchase of wind energy in Pulandian, China, which is 5% of total consumption, resulted in annual savings of 7,547 MWh power with GHG emissions reductions of 5,982 MT.
- Steam generation and distribution projects in Pulandian, China; Aurangabad, India; Indonesia; and Thailand resulted in a combined savings of 8,821 MT of steam with GHG emissions reduction of 1,568 MT.
- Technological initiatives like centrifugal compressors in Pulandian, China and Ballabgarh, India, resulted in savings of 2,376 MWh with GHG emissions reductions of 1,947 MT.

- Implemented heat recovery system installation in Aurangabad, India, and Pulandian, China, resulted in reduced steam consumption of 7,848 MT with GHG emissions reduction of 1,454 MT.
- Installation of a new battery bank system at our plant in Riesa, Germany, has a capacity of 320 kW for up to one hour on 400V level, which enables better management of the demand during high load periods by switching off ventilation.
- The replacement of a gas turbine economizer at our plant in Adapazari, Turkey, improved efficiency by 11% and saved 1.9 Km<sup>3</sup> of natural gas in one year.
- The replacement of a low-efficiency bead winder DC motor with an AC high-efficiency one at our Adapazari, Turkey, plant, resulted in savings of 13.4 MWh per year and a quick payback of 2.1 years.

Goodyear has dedicated energy coordinators at 35 manufacturing facilities who are responsible for identifying energy efficiency opportunities and implementing the strategy. Many of our energy coordinators are certified energy professionals, which Goodyear strives to have at our major manufacturing facilities. Internationally recognized certifications enable our plant energy coordinators to effectively develop projects related to energy efficiency and meet our corporate efficiency goals.

We believe we will reduce our energy consumption and have a global energy intensity goal for a reduction of 25% by 2023 compared to our 2010 baseline. To realize our goal, we will focus on energy reduction opportunities at our plants, as well as expand our focus to include renewable energy opportunities.

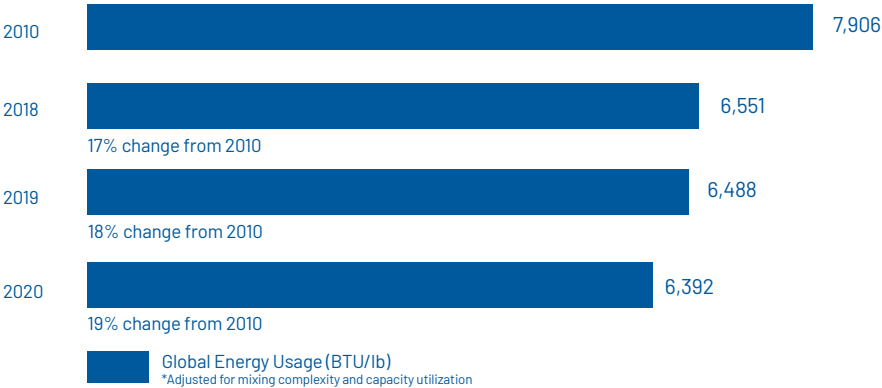
Goodyear and Enovos are expected to build two photovoltaic power stations at Goodyear's testing facilities in Colmar-Berg, Luxembourg. The first station is expected to be ready by August 2021 with the second one scheduled for completion in 2022. Each year, the two stations are expected to produce 5 GWh of electric power and reduce carbon emissions by 50 tons for the next 20 years, plus provide clean energy for 1,300 area households.



In the past, we used renewable energy sources where it made business sense to do so. For example, our plant in Chile purchases 100% renewable energy from hydropower, eliminating CO<sub>2</sub> emissions from the plant's electricity intake while reducing energy costs by 20%. In addition, in our Asia Pacific region, an additional 250 KW solar project came online in 2020 at our Aurangabad, India, plant. From 2016-2020, the investments in solar in that region have resulted in the generation of approximately 4.3 MW of electricity. Globally, our total renewable purchases and generation account for 3.7% of our annual electricity consumption.

We have established a cross-functional team within our Global Engineering, Procurement and Sustainability teams to develop a global renewable energy strategy that is expected to include company-wide renewable energy use targets. In 2019, we began the strategy development by conducting a thorough global landscape analysis of renewable energy opportunities at each of our major facilities, including the availability and cost of power purchase agreements, green energy tariffs and renewable energy certificates. The strategy development, originally targeted for completion by the end of 2020, has been postponed to 2021 due to the ongoing COVID-19 pandemic. During 2021, as we continue to develop our long-term strategy, we will continue to analyze the renewable opportunities that currently exist for our global manufacturing footprint.

**GLOBAL ENERGY INTENSITY**

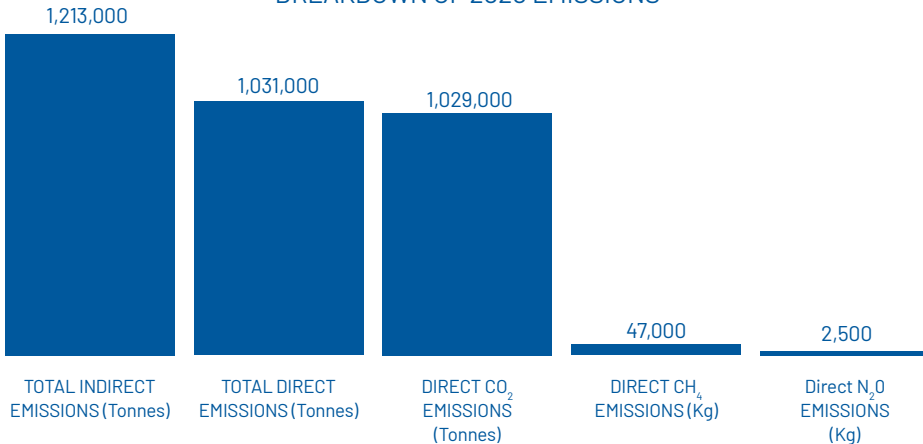


**EMISSIONS PERFORMANCE**

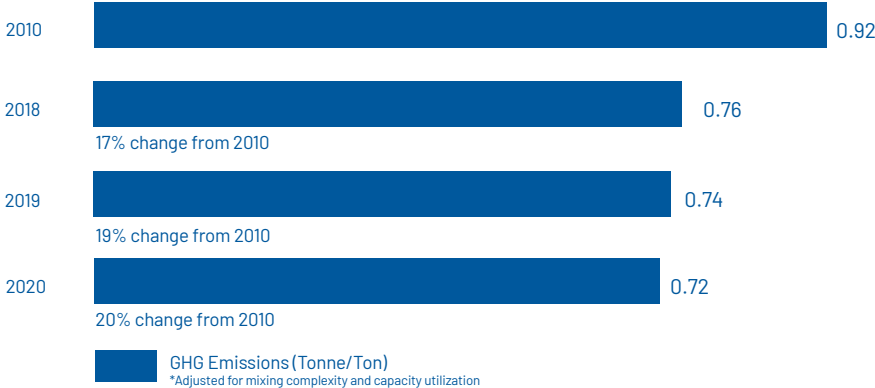
More than 90% of GHG emissions related to Goodyear's products and services are realized during the product-use phase. To see how we are addressing these Scope 3 emissions, see [Advancing Tire Performance](#).

Within our operations, our drive to reduce energy consumption also benefits our GHG emissions reduction goal, contributing to a 20% reduction of GHG emissions in our operations since 2010, and progress against our goal of 25% GHG emissions reduction by 2023, from a 2010 baseline.

**GLOBAL GHG EMISSIONS  
BREAKDOWN OF 2020 EMISSIONS**



**GLOBAL GHG EMISSIONS (SCOPE 1 AND SCOPE 2)**



## WATER PERFORMANCE

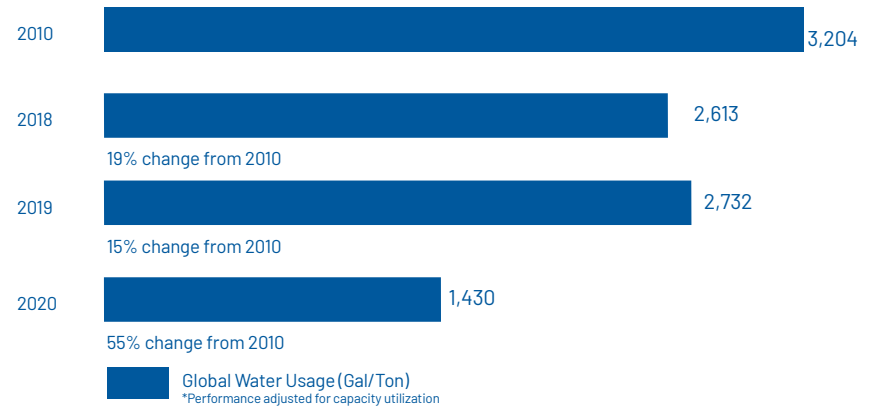
Goodyear’s production of tires is not a water-intensive process, and we use water primarily for cooling and sanitary purposes. However, we do operate in areas where water stress can be high. Therefore, we strive to continuously reduce our water use. To understand the full breadth of our water footprint, we track water use and water withdrawal data at 43 of our facilities, and we use the [WRI Aqueduct Tool](#) to annually assess water stress, down to the basin level at every location. We have nine facilities in areas exposed to water risks, but those facilities are some of Goodyear’s most efficient in terms of water use. Additionally, even though our usage is not substantial in water-scarce locations, we include the WRI assessment results, where relevant, in new project scopes to ensure projects will not have negative impacts on local water supplies.

In 2019 and 2020, we reassessed our performance and goals related to water use. Our goal is to maintain our strong performance at our most efficient facilities, while focusing on water efficiency at our highest-intensity and water-stressed locations. Our facilities in high-stressed locations will evaluate their reduction opportunities and implement individual goals to become more efficient. As we approached the deadline for our 2020 goal, we reassessed which projects in our pipeline are going to lead us to the appropriate goal of a global water reduction of 10% for the next ten years.

In 2020, we reduced our global water usage by 55% from a 2010 baseline, using 1,430 gallons of water per ton of production at our tire and chemical manufacturing sites, significantly exceeding our original water reduction target of 33% over the 2010 baseline. Our newer plants – for example, in San Luis Potosi, Mexico, and Dudelange, Luxembourg – are designed to meet the highest standards in water efficiency.

We source the water we use from public utilities, wells, lakes and streams, of which 26% (1.360 billion gallons) is from public utilities and 74% (3.837 billion gallons) is from well and surface waters. To reach our goal, we performed a study at our plant with the highest water use, assessing it for potential water reduction projects and rating priorities. We plan to continue to leverage closed-loop cooling systems, onsite treatment plants, and evaporative cooling to capture process water and steam condensate to reuse and reduce the use of water.

### GLOBAL WATER USE



## WASTE AND SOLVENT PERFORMANCE

Goodyear established a Zero Waste to Landfill expectation at our tire and chemical manufacturing plants in 2006, and since then we have continuously improved our waste management practices by maintaining corporate standards, processes, and systems to help ensure the appropriate disposition of our wastes and other materials.

To properly manage and confirm the continued success of our Zero Waste to Landfill program, we have monitoring measures in place, such as waste reports differentiated by waste types and dispositions and a detailed waste vendor approval process.

We require our waste vendors to comply with our Zero Waste to Landfill program, and we monitor and audit performance to ensure compliance. If we discover any deviation from the program, immediate actions are taken, which can include corrective action plans or the termination of vendor contracts.

We continue to strive to reduce solvent usage and, consequently, solvent emissions at our manufacturing and chemical facilities. Since 2010, we have reduced global solvent use by 40%.

The replacement of eight low-efficiency water filters with five high-efficiency ones at our plant in Adapazari, India, saves nearly 80,000 gallons a day and 22 tons of salt per month. The replacement filters, which also result in a savings of approximately \$6,800 per year, require less backwashes and use less water per backwashing cycle.



## RELEASES TO THE ENVIRONMENT

We are committed to reducing the environmental impacts of our manufacturing operations. Our goal is to achieve zero environmental compliance violations, and that includes our reportable releases and notices of violation. In 2020, we experienced a total of eight environmental compliance violations comprising two reportable releases and six notices of violation.

## PRODUCT QUALITY

We ensure consistent quality through our robust Quality Management System (QMS). Our QMS provides a framework for our quality standards, minimum requirements and best practices that govern and enable our global operations. Goodyear continuously improves our QMS through the execution of our Global Quality Strategy, ensuring that we retain a quality leadership position in every region where we operate. Another way we ensure quality consistency across our facilities is through certified adherence to industry-accepted standards. While all of our facilities are [ISO 9001](#)-certified, our OEM-producing plants are certified to the higher [IATF 16949](#) standard, which is specific to the automotive industry and required by certain customers.



Quality is touched by every major level of the Company. Goodyear has a Product Performance Advisory Committee composed in 2020 of our: SVP & General Counsel; SVP Global Operations and Chief Technology Officer; VP Global Quality; VP Global Manufacturing and Engineering; Director Government Compliance and Product Performance; and the president of the applicable strategic business unit. The committee meets as needed to discuss product quality issues, including those that may require some field action. There are also quarterly reviews with members of senior management to review field performance data. In addition, there are global-, regional- and plant-level quality teams that manage quality procedures and audits and implement continuous improvement actions when necessary. Finally, our production associates receive annual training on product quality and safety. This organizational approach, coupled with robust early warning systems and containment procedures, helps Goodyear maintain an industry leading position in the area of product field performance.

Manufacturing facility audits, by both local plant associates and regional functional experts, are conducted through a structured and layered audit process approach. This approach fosters engagement and ownership of our quality standards down to the floor-level associate.

Additionally, external OEM customer auditors and third-party auditors who review adherence to international quality standards, such as ISO 9000, IATF 16949, and AS 9100, complement our internal assessments.

## CUSTOMER SATISFACTION PERFORMANCE

A critical aspect of Goodyear’s product and process quality is our goal of meeting and exceeding customer requirements. We monitor our progress toward this vision through our self-developed OEM customer index, which provides an end-to-end analysis of how we are doing at any given time with each of our OEM customers. This index utilizes a combination of leading and lagging quantitative and qualitative metrics to score overall OEM customer satisfaction, highlighting our priorities and areas for customer relationship improvement at a glance. We also measure customer satisfaction through warranty cost per net sales, which is the cost to fulfill warranties compared to net sales. This metric provides a barometer to measure Goodyear’s ability to deliver full value of our tires from point of purchase. Goodyear is among the industry leaders in warranty cost per net sales, and our goal is to maintain this status.

	2020	2019	2018
Warranty cost per net sales	0.22%	0.22%	0.22%

Product quality performance trends continued to evolve positively in 2020. We were focused on the safety of our associates and the quality of products as we managed through the impact of COVID-19. The company continues its firm commitment to the execution of key quality strategies toward the quality vision and supporting our Connected Business Model.

## END-OF-LIFE TIRES (ELT)

Globally, an estimated one billion tires reach the end of their useful lives every year. The proper recovery and reuse of end-of-life tires (ELT) help to contribute to a circular economy, where they can be seen as a useful resource. Goodyear plays an important role in managing ELT at our own locations and through promoting the reuse of ELT through new markets. However, proper ELT management requires a multi-stakeholder approach because tire replacement often occurs in locations outside of a tire manufacturer’s control and ELT management involves many actors along the value chain. In order to do our part, Goodyear:

- Promotes the proper management of ELT in our company-owned retail locations;
- Conducts research and collaborates with external organizations on the development of ELT recovery methods and uses of ELT as raw materials; and
- Actively collaborates with industry peers through TIP and RTTAs to advance industry-wide ELT management systems.

## PERFORMANCE

Globally, a number of ELT recovery systems are already highly developed, such as in Europe, Japan and the U.S., with recovery rates of 92%, 92% and 81%, respectively.<sup>4</sup> However, we will continue to work internally and collaborate with our industry peers in the search for improvement with the goal of reaching 100% recovery for all tires worldwide.

According to the latest [USTMA Scrap Tire report](#), almost 76% of scrap tires in the U.S. were recycled into products such as rubber modified asphalt, new manufactured automotive products and mulch for landscaping and other products, or used as tire-derived fuel. This is down from 96% in 2013, when scrap tire recycling peaked.

Within Goodyear, a cross-functional team contributes to the successful management of ELT from our company-owned locations, reviews current trends in ELT management, develops internal activities for new technology related to the use and recovery of ELT as a raw material, and aligns on regional ELT activities where we operate and sell tires.

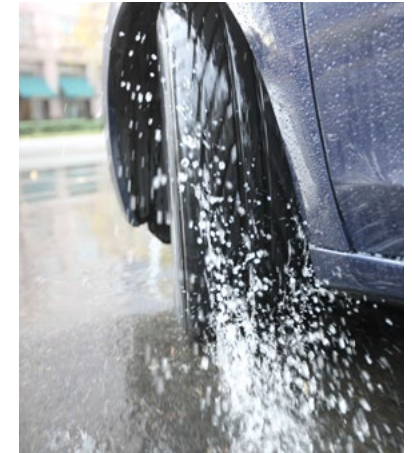
Goodyear's SVP Global Operations and Chief Technology Officer and regional presidents oversee the internal teams that managed our involvement in ELT recovery in 2020. In 2020, we also began collecting metrics on the recovery routes from our company-owned retail and commercial truck locations based on the [TIP ELT Waste Hierarchy](#), and a common reporting methodology, to better understand the disposal of ELT we manage. Collecting this information from our waste management vendors for ELT will allow us to further advance the beneficial reuse of ELT.

Goodyear is also working to develop ELT as a raw material, promoting a circular economy. Goodyear tires may contain recycled materials, such as recycled rubber compounds that may include devulcanized butyl rubber, which has been used by Goodyear for more than 20 years. It comes from used truck tubes and can replace virgin polymer and carbon black to a limited extent in the liner compound. Other devulcanized rubbers and ground rubbers from ELT can be used in various tire compounds. Tire materials such as steel in bead wire or steel cord may contain recycled content (pre- or post-consumer) where the recycled material may vary. We are exploring additional opportunities to use recycled materials in our tires such as recycled styrene for use in making styrene butadiene rubber. We also continue to investigate traditional recycling processes that provide acceptable properties beyond our current applications and are looking to collaborate with customers to support beneficial reuse of tires.

We continue our active involvement in TIP's work to promote ELT recovery routes, especially in developing nations, and [its research](#) regarding emerging uses for ELT, such as rubber-modified asphalt and the development of new markets. In addition to our work with TIP, we are also active in the USTMA's and ETRMA's advocacy and ELT market development efforts.

## BUSINESS CONTINUITY

Goodyear's Director Global Business Continuity oversees all Business Continuity teams comprising representatives from each business unit and tactical function. Governed by a senior leadership committee, this team implements a risk-based, decision-making Business Continuity Process with steps for preparedness, response, restoration and recovery for any incident Goodyear may face, including natural disasters, political unrest, pandemics, supply chain risks, cyber security concerns, and labor relations issues. This Business Continuity Process is aligned with the [Disaster Recovery Institute \(DRI\) International](#) for certification and accreditation in business continuity. All manufacturing locations, key business units and global leaders complete risk surveys to assess potential local risks. The Business Continuity team then prioritizes risks by highest probability and potential impacts to Goodyear and plans accordingly. At the end of each year, we evaluate actual incidents and set priorities to reduce future frequency and potential impacts.



<sup>4</sup> [Global ELT Management – A global state of knowledge on regulation, management systems, impacts of recovery and technologies](#)



We evaluate the maturity of our Business Continuity Process through an annual Business Continuity Maturity of Excellence process. Based on [DRI International's Professional Practices](#) framework for maintaining organizational resilience, our assessment evaluates teams located at our manufacturing facilities. We then set annual targets for continuous improvement. Additionally, team members from each business unit complete monthly scorecards to track execution of activities aligned with our Business Continuity Strategy Roadmap. Included are quarterly meetings, training, contingency plan development and testing, post-incident gap analyses, best practice sharing and benchmarking to bolster our understanding of and response to potential risks. To assess year-over-year progress, we track completion of the following procedures:

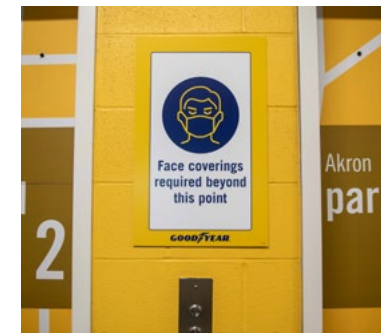
METRIC	DESCRIPTION
Business Continuity Plans (BCPs)	All locations participate in the Business Continuity Process, based on their size. Facilities with 1-49 associates have a one-page plan, those with 50-199 have a playbook and those with more than 200 have a BC Plan (BCP).
Business Continuity Software	Facilities with a BCP use business continuity software to track risk assessments and business impact analyses (BIAs), which contribute to the BCP.
Business Impact Analysis (BIA)	BIAs are surveys to promote discussion among facilities, regions and headquarters around the most critical business processes at a given facility. The action plans outlined in BCPs are based on BIA results.
Number of Incidents	Classified as either human, natural or technological, incidents are tracked by region, type and duration. We have nearly 2,000 incidents documented since the BC process was formalized. Business Continuity addressed more than 70 incidents in 2020, in addition to an ongoing focus on the COVID-19 pandemic. Included were global protocols in place to help maintain essential business operations, a remote work process and the safe closing and reopening of manufacturing plants.
Average Incident Duration	Duration of incidents is measured as less than a day, a day to a week or greater than a week. Approximately 25% of all 2020 major incidents involved active team participation for greater than a week, with the majority managed while responding to and recovering impacts related to the COVID-19 pandemic. Examples included supply chain disruptions, facility fires, cyber and IT outage events, more than a dozen natural incidents (hurricanes, typhoons, tornadoes, flooding and earthquakes) and major security and utility related events with business disruption potential.

### BUSINESS CONTINUITY PUTTING THEORY TO PRACTICE: COVID-19 PANDEMIC

Goodyear's Global Business Continuity Team has responded to various pandemics and infectious diseases in the past, all of which provided a background of experience and training for the team when faced with the COVID-19 pandemic. When news first broke of an outbreak in China, the team set a structure for all Goodyear regions to follow, and a global team, consisting of more than 500 associates around the world, has been continually engaged in COVID-19 response and recovery.

During 2019 and 2020, Goodyear's Business Continuity Team:

- Supported our essential businesses, including our retail and commercial truck service centers that remained open to provide our products to essential health care and first responders and other essential businesses delivering products
- Created a process for 25,000 associates to work remotely
- Aligned our Business Continuity process across 74 offices and 46 factories to manage the safe shutdown and restart of operations
- Engaged associates around the world in development, communication and maintenance of more than 100 essential protocols and guidance documents across all Goodyear regions
- Monitored 700 supply lanes used by 120 suppliers and more than 200 critical material codes



The Business Continuity team supports Goodyear's ISO compliance requirements. By working closely with Goodyear's regional quality teams, audited facilities can validate they are aligned with regional and global programs for the following activities:

- Operational risk identification and evaluation;
- Contingency planning for risks that may affect customers; and
- Evaluation and testing of planning.



# ADVANCED MOBILITY

2020 CORPORATE  
RESPONSIBILITY REPORT





# ADVANCED MOBILITY

Advanced forms of mobility – such as fleets, autonomous, connected and electric vehicles – are transforming the tire industry and have the potential to make driving safer and more sustainable. Goodyear is positioned for success through our commitments to advanced energy efficiency, safety, tire longevity, comfort and convenience, as well as several digital-based solution offerings. And, Goodyear doesn't expect to do this alone. In 2020, we furthered our commitment to building the future of mobility through Goodyear Ventures, a \$100M fund dedicated to accelerating future solutions that help increase sustainability and make life's connections easier every day.

Goodyear's innovative spirit and drive for excellence puts us at the epicenter of the mobility revolution. We are working closely with customers and other innovators to shape this transformation. We are excited for the future of mobility and have much to offer the transportation industry through our work in Advancing Tire Performance and Shaping the Mobility Revolution.

To articulate Goodyear's role in the future of mobility, we have identified six Bold Goals focused on developing great products and services that anticipate and respond to the needs of consumers and customers, such as the development of a 100% sustainable-material and maintenance-free tire by 2030. These goals are aspirational yet attainable, providing our associates with a long-term vision to enable mobility well into the future. The Bold Goals are shown below:



- By 2023**, we will more than double our flow of technology releases, leading to more winning products and solutions
- By 2024**, we will reduce complexity across the consumer product portfolio using 30% fewer components and releasing 90%+ on common platforms
- By 2024**, we will be the preferred OE supplier, achieving first to approval for all development SKUs with only one physical iteration

- By 2025**, we will consistently deliver the highest value and lowest cost of ownership to our commercial, OTR and aviation customers
- By 2027**, we will reinvent tires and service, delivering data- and sensor-enabled intelligence in all new products
- By 2030**, we will win in responsible innovation with the first completely sustainable and maintenance-free tires



TOPIC	IMPORTANCE
Advancing Tire Performance	We continue to advance our technologies to help our customers reach their emissions reduction and safety goals and to be part of the solution to these global challenges. OEMs, airlines, fleets and others continue to face significant pressure to further reduce vehicle emissions and energy use and increase safety.
Shaping the Mobility Revolution	We are driving toward a mobility future in which shared vehicle models and fleets are commonplace, and the vehicles themselves are smarter, safer and emit significantly fewer GHG. Tires are critical components to accomplishing these objectives.

## ADVANCING TIRE PERFORMANCE

Goodyear's two Innovation Centers in Akron, Ohio, and Colmar-Berg, Luxembourg; three development centers in Hanau, Germany; Pulandian, China; and Hebron, Ohio; and four regional innovation labs, help us to develop and test state-of-the-art products and services. Our key business leaders hold annual Product and Innovation Leadership reviews to discuss regional product needs, developing technologies, regulatory changes, customer input, benchmarking, new product roadmaps and upcoming product launches. Goodyear's Technology and Materials teams create roadmaps for potential products, following a technology creation process (TCP) and product creation process (PCP) that include technology or product development, prototype testing, manufacturing scale and ultimately product launches. Quarterly meetings discuss progress on TCPs and PCPs, and emerging market trends, and to ensure that our processes and products provide optimized tire performance and meet tire labeling and regulatory requirements.



When we test our products, we take into account regulatory requirements for all countries and regions where we operate, as well as additional testing to meet Goodyear's stringent standards for performance and quality. For example, tire labeling regulations in Europe require three metrics – fuel efficiency, wet grip and external road noise. In Europe, Goodyear was first to achieve an A label in rolling resistance for an all-season tire also rated as 3 Peak Mountain Snowflake certified. We also test our tires across more than 50 safety and performance metrics before they enter the market.

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Goodyear also extended its leadership position in virtual product development in 2020 with the expansion of vehicle simulation. This included the installation of both compact and fully dynamic driving simulators (shown at right), a first in the industry, providing a level of simulation sophistication to allow Goodyear to drive breakthroughs in future tire creation, leading to an enhanced customer and driver experience. Virtual simulation efforts will help lead to fewer physical testing iterations and provide a more sustainable testing future. As referenced in the Bold Goals, by 2024, Goodyear is seeking to reduce our physical testing iterations to one per SKU, a dramatic reduction from current levels.



The automotive industry trend toward a virtual development cycle provides an opportunity for tire development and this new simulation avenue allows Goodyear to work more collaboratively with automobile manufacturers on original equipment fitments. The driving simulators are being used for virtual development and tuning of dynamic performances of tires, aided by the ability to simulate a range of driving conditions.

IMPROVING FUEL EFFICIENCY

Goodyear's LCA results point to the product-use phase as the greatest opportunity to reduce GHG emissions. Goodyear has the ability to help influence fuel efficiency through our tires' rolling resistance and weight. A tire with low rolling resistance and a vehicle with less weight consume less energy and emit fewer GHG emissions. To help reduce rolling resistance, tire construction must reduce unnecessary weight and minimize the energy losses in the tire, while helping provide safe performance. Therefore, we always test our rolling resistance and weight reduction advancements in tandem with wet and winter grip to ensure best performance in both categories.

To illustrate our commitment to improve vehicle fuel efficiency, we are working toward the following goals for our global consumer tire portfolio: reduce rolling resistance by 40% and reduce tire weight by 9% by 2025 from a 2005 baseline.

Goodyear developed state-of-the-art technology in rubber compounding, tire construction and manufacturing to meet the increasing demand for lighter tires with low rolling resistance. Rubber compounding efforts include testing different methods to mix and cure the compound, as well as alternative materials and fillers that could enhance fuel efficiency. For the past decade, Goodyear has applied lightweight technology to many of our tires.

SAFETY

Safety is a top priority for Goodyear and all of our stakeholders, including our OEM customers and consumers. Enhanced tire safety comes from wet grip – the braking behavior of tires on a wet road – and added traction for winter road conditions. We continuously innovate and test for potential performance improvements in wet, dry and winter conditions.



One Goodyear innovation that enhances tire performance stems from a renewable, bio-based material: soybean oil. In 2012, Goodyear scientists and engineers – with the support from the United Soybean Board – began developing a tread compound in which soybean oil replaced 100% of petroleum-derived oil. Soybean oil helps keep a tire's rubber compound pliable in changing temperatures, a key performance achievement to maintaining and enhancing vehicle grip on roadways. We commercialized this innovation in our Assurance WeatherReady consumer tire line in 2017, followed by three additional product lines in recent years (shown above and below). Given the innovation and performance excellence that we are able to provide our customers with this product, Goodyear is successfully working toward our goal to fully replace petroleum-derived oils by 2040. Visit [Sustainable Materials and Sourcing](#) for more examples of Goodyear's sustainable material use.



Goodyear tires with soybean oil instead of petroleum-derived oil.

## TIRE LONGEVITY

Tire longevity reduces the number of tires that reach their end of life in a given year. This is especially important to Goodyear's fleet customers, who save significant time and labor by replacing fewer tires, as well as electric vehicle customers, who benefit from longer-lasting tires to handle increased torque from electric engines.



In 2018, we launched the Assurance MaxLife consumer tire in the U.S., which features TredLife Technology with easy tread-depth readings and our highest tread wear limited warranty for consumer tires. In our commercial truck tire portfolio, Goodyear's Endurance LHS steer tire is delivering extraordinary mileage, exceeding 200,000 miles for some fleets.

Goodyear also offers commercial and off-highway retreading services to increase tire longevity. We are known by our commercial and off-highway fleet customers for our efficient retread services, which enable them to get back on the road quickly and save money.

## COMFORT

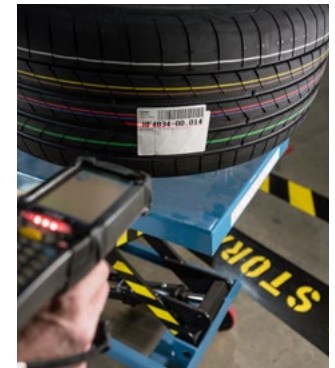
Goodyear is working to reduce the road noise from our tires through a combination of tread design and construction of the tire carcass. Because some vehicle constructions are more sensitive to tire noise produced by air vibration inside the tire cavity, we created Sound Comfort Technology to reduce tire air cavity resonance. Our technology applies an open-cell polyurethane foam element to the inner surface of the tire that enables a vehicle interior noise reduction of up to 4dB.<sup>5</sup> The foam is also light enough to avoid negative impacts on tire weight or rolling resistance.

## SHAPING THE MOBILITY REVOLUTION

In addition to our innovation management outlined in [Advancing Tire Performance](#), Goodyear's Innovation Technology and New Ventures groups are constantly exploring technological advancements that will better serve our customers' current and future needs and reshape the future of mobility. We conduct market research to understand market and customer trends.

Our research has pointed us in the direction of exploring, experimenting and delivering on four different avenues:

1. Simplifying the consumer buying and tire maintenance process;
2. Manufacturing connected and intelligent tires for fleets, OEMs and autonomous vehicles;
3. Maximizing return on investment for consumer and commercial fleets with advancing tire and fleet digitization, including shared and leased fleets; and
4. Developing new mobility architecture, such as maintenance-free tires and sealants.



## SIMPLIFYING CONSUMER BUYING AND MAINTENANCE

We understand that our consumers favor convenience and efficiency. Therefore, we designed a tire-buying and replacement process, [Roll by Goodyear](#), which differs from our traditional tire stores in aesthetics, location and service offerings. Roll service offers delivery options, such as online valet booking where we will pick up and drop off our consumers' vehicles at their preferred locations. Alternatively, we offer a [mobile installation service](#), available in select U.S. cities, where we will travel to our consumer's desired location and install the tires.

## CONNECTED AND INTELLIGENT TIRES

As companies and stakeholders continue to address the potential of autonomous vehicle capabilities, Goodyear will be ready with connected and intelligent tires that can respond with optimum stopping distance and high performance to enhance rider safety. In fact, next generation smart and connected tires can also help reduce stopping distance lost between a new and worn tire by [30%](#).



We are collaborating with our OEM customers, as well as universities, research institutions, start-ups and governments to complement Goodyear's expertise and advance our technologies. We also are providing tires for the Local Motors Group, which developed a [self-driving fleet of people-moving shuttles, called Olli](#).

<sup>5</sup> Test vehicle: Audi A7 3.0 FSI on straight line with measurement parameters of 50, 70, 90, 100, 110, 120, 130 kmh, comparison of the airborne sound level in the interior when compared to standard tires.

**FLEET DIGITIZATION**

Goodyear’s ability to service commercial fleets is well established, and we have already begun to offer digital connectedness in the form of advanced telematics and predictive analytics technology. With our proprietary artificial intelligence technology, we will help fleets predict when their tires need service or replacement, improving overall tire management and maximizing uptime across the fleet. With Goodyear’s new TPMS Plus offering, sensors actively monitor tire conditions in real time, allowing commercial fleets to identify and address issues like air leaks and low pressure. An agreement with [Norfolk Southern](#) was announced in 2019 to support the company’s large fleet with TPMS Plus.

**MAXIMIZING COMMERCIAL FLEET ROI**



Tires are among the top expenses for commercial fleets. Through Goodyear services, we are able to help reduce commercial fleets’ total cost of ownership and maximize their return on investment. For instance, by using our digitization tools and sensors such as [Tire Optix](#), our commercial fleet customers will no longer need to physically check the tire pressure of each tire on each vehicle in their fleet, saving them time and money. Another tool, Goodyear’s [Drive-Over-Reader](#), also aids in this automatic tire-checking practice.

Further, Goodyear is looking to the future to optimize tires and tire management for autonomous transport. In 2020, Goodyear entered into a strategic relationship with TuSimple, a global autonomous trucking technology company, to provide tires and tire management solutions to TuSimple’s Autonomous Freight Network (AFN). As part of this collaboration, Goodyear is providing products and repair services to enhance the safety and operation of autonomous trucks, and will conduct wear studies designed to understand how autonomous trucks and tires can help better predict maintenance, understand tire longevity and reduce the carbon impact of fleets.

**CYBERSECURITY**

Goodyear’s new digital platforms for autonomous, shared and connected vehicles that incorporate tire and vehicle telematics are being built on a principle of cybersecurity by design. This is being achieved through proactively implementing cybersecurity best practices and collaborating closely with our world-class IT providers.

**TIRE INTELLIGENCE AND SMARTER FLEETS**

Goodyear has been operating pilot programs with many consumer and light-commercial fleets across North America and Europe, accumulating more than one billion test miles while providing expertise in vehicle operation and monitoring, basic maintenance, and in some cases, supplying intelligent tires – those equipped with tire-embedded sensors.

This includes work with Redspher, a transport and logistics group operating in 19 countries throughout Europe, outfitting delivery and service vans with intelligent tires, creating the ability to “fast-capture” relevant data due to the high-mileage use of the vehicles. In North America, Goodyear collaborated with Bell Canada to pilot tire monitoring capabilities that allow fleets to operate more efficiently.

Goodyear has equipped these and other fleets of vehicles with intelligent tires, which contain sensors to capture tire data. With the tire sensors, the fleets benefit from continuously monitored and recorded wear rate and tire pressure, which is combined with other vehicle data. The information is connected to Goodyear’s proprietary algorithms to enhance overall fleet operations and predict when the tires need service or replacement. This more effectively helps keep the vehicles operating without interruption, a key in the on-time delivery and service segment.

Goodyear’s advantage for our expanding range of strategic ventures is our combination of fleet management expertise, intelligent products and a vast service network to deliver complete solutions for the future of mobility.



Also in 2020, Goodyear, through our innovative fleet servicing platform, AndGo by Goodyear, expanded our position as an active solution for many customers. AndGo began providing on-demand and on-location professional vehicle services for Turo, the leading peer-to-peer car-sharing marketplace, expanding to include on-site inspections, vehicle servicing and professional cleaning for connected vehicle platforms.



Goodyear CEO Rich Kramer announced AndGo at the 2020 Consumer Electronics Show in Las Vegas.

AndGo by Goodyear, launched in January 2020, now operates in multiple markets with plans to be available internationally by the end of 2021. With on-demand car sharing and ride-hailing services on the rise, Goodyear offers this new vehicle servicing platform that combines predictive software and a trusted, national service network to help enable consumer fleets to be ready to go when they are needed. Beyond just tire service, AndGo helps deliver vehicle readiness, helping consumer fleets boost their performance.

The future of mobility has a strong emphasis on fleets and electric vehicles, and the ongoing testing of digital service solutions for consumer fleets allows Goodyear to lead in this space.

## NEW MOBILITY ARCHITECTURE: MAINTENANCE-FREE TIRES AND SEALANTS

The architecture of tires will look different in the new mobility ecosystem, where ridesharing and autonomous vehicles will become mainstream. Given the shift in vehicle ownership, lower maintenance and longer-lasting tires will be in demand. Goodyear's development work in non-pneumatic tires is leading to products that are designed to eliminate flats and air pressure checks, offering worry-free performance. The technology is part of Goodyear's strategy to develop maintenance-free options for passenger and commercial vehicles, particularly in fleet applications.

[SealTech](#) is another Goodyear extended mobility solution, a practical alternative to a spare tire. Based on post-cure sealant technology, SealTech automatically seals a puncture up to 5mm in diameter in the tire tread, while providing excellent and balanced driving performance after a puncture. SealTech is the chosen tire for the Volkswagen Arteon in Europe and other vehicles.

## GOODYEAR VENTURES

Launched in early 2020, Goodyear Ventures, Goodyear's venture capital arm, has quickly built a portfolio of future-looking technology companies disrupting mobility through autonomy and electrification.

Goodyear Ventures has added Starship Technologies to its investment portfolio, joining multiple investors helping to raise \$17 million for the autonomous delivery company. Starship Technologies builds and operates a network of self-driving robots that carry and deliver packages, groceries and food directly to customers. Also, Goodyear Ventures has invested in TuSimple, the global autonomous trucking technology company.



# INSPIRING CULTURE

2020 CORPORATE  
RESPONSIBILITY REPORT



# INSPIRING CULTURE

Engaging and enabling our associates to realize their full potential is one of the core tenets of our [Strategy Roadmap](#). It starts with attracting top diverse talent and is followed by fostering inclusion; offering opportunities for skill and career development; promoting health and wellness; and making a positive impact in our communities. Over the past year, we have made progress in delivering and measuring our impact in these areas.

TOPIC	IMPORTANCE
Talent Management	Our associates are the driving force behind Goodyear's success. They underpin every aspect of our Strategy Roadmap and help Goodyear deliver value to our customers, shareholders and communities. We provide integrated talent management and learning solutions aimed at enabling our associates to reach their full personal and professional potential at Goodyear.
Diversity and Inclusion	A diverse workforce is critical to Goodyear's long-term success. Embracing and valuing differences allows us to attract top talent; improve associate satisfaction and engagement; foster innovation; and meld varying experiences and perspectives to drive enhanced customer service, business creativity and decision-making with direct impact to sales, marketing and operations. Our goal is to create a work environment where people have a real sense of belonging and are able to thrive.
Health and Wellness	As Goodyear responds to the COVID-19 pandemic, our priority is associate health and wellbeing. Our wellness initiatives take a holistic view of associate health to enable our associates to thrive and bring their best selves to their work each day.
Community Engagement	Collaborating with community organizations energizes our team and helps us all build a better future. Our global strategy and efforts are an extension of our business – aimed at safe mobility, inspiring students to reach their full potential and reducing environmental impacts.
Compliance and Ethics	To "Act with Integrity" is a core component of the Goodyear global Strategy Roadmap. Each associate is responsible for acting with honesty, integrity and respect – every day and everywhere we do business.

## TALENT MANAGEMENT

Guided by our Strategy Roadmap, Goodyear's SVP and Chief Human Resources Officer (CHRO) oversees the Global Human Resources (HR) teams, including Talent Management. These HR teams implement global and local talent management initiatives, analyze successes, and identify areas of opportunity as we continue to measure our business impact at Goodyear. In 2020, COVID-19 challenged all organizations to think about talent attraction, development, and retention in new ways. At Goodyear, we reaffirmed our commitment to our people through these critical processes during the pandemic.

## TALENT ATTRACTION PERFORMANCE

Winning in the marketplace starts with attracting the right talent who embody our values – acting with integrity, inspiring each other, collaborating, embracing change, and delivering results. Goodyear builds and executes unique strategies for attracting interns, salaried associates, retail and hourly positions, and executives. We use key performance indicators to evaluate the effectiveness of our talent attraction strategies and work cross-functionally with business leaders to align on these initiatives.



Critical to talent acquisition is the ability to identify internal talent for open positions. We encourage our associates to check for job postings of interest through Goodyear's career site – the same place where external candidates view and apply for Goodyear jobs. We also encourage our associates to regularly update their professional profiles in our talent management system for career advancement opportunities. We take pride in building and promoting our internal talent, as more than 80% of our open manager positions were filled by an internal Goodyear associate in 2020.

Although COVID-19 presented challenges to global talent acquisition, our team minimized disruption as we transitioned all in-person interviews to virtual and incorporated an "interview day video" to give our HQ candidates a feel for our corporate offices. We also developed a new "virtual onboarding" approach to provide a structure for essential onboarding activities designed to orient new associates to the company and their new role.

## 2020 CORPORATE RESPONSIBILITY REPORT

## TALENT DEVELOPMENT PERFORMANCE

Talent Management offers a variety of global development tools, resources, and processes to help our associates advance their careers at Goodyear:

- Talent Central, a central repository of multi-media career development resources
- The Goodyear Learning Center (GLC), our in-house collection of online courses available to all salaried associates

The GLC offers more than 16,000 courses from content experts such as LinkedIn and Harvard Business Publishing to help associates develop leadership and professional skills and build their technical and business acumen. At the onset of COVID-19, we leveraged these tools to help associates manage their transition to virtual work amidst emotional uncertainties of the pandemic. Our associates engaged in record usage of these online tools as we collectively valued these new approaches to collaborate and grow together. While the pandemic propelled our virtual move to higher levels, we discovered we could reach more associates at more times with meaningful learning that addressed wellbeing. To meet the needs of the business, we continue to adjust our learning strategy to reach leaders in more flexible “just-in-time” modalities by focusing efforts on virtual delivery, online tools, and formal coaching represented in our data.

We also continue to prioritize development for our manufacturing associates. The Continuous Skills Development (CSD) pillar of our P.O. manufacturing operating system engages and empowers our manufacturing associates by focusing on standardized work and improvement processes to do the right things, the right way, every single time (One Goodyear Way). We accomplish this through ongoing learning experiences and workshops on various technical and soft skills. In addition, our Global Manufacturing Leadership Program and our Plant Manufacturing Director Program provide training and mentoring to develop the next generation of plant leaders. These programs capture and transfer knowledge from incumbent leaders to aspiring leaders and promote best practice sharing across our business. While these development initiatives were paused in 2020 in light of COVID-19, Goodyear maintained a full year of personal leadership coaching for the Director program participants. We are resuming these programs in 2021.

In addition to these tools that enable associate growth, Goodyear has formal global talent processes in place that drive development, enhance and reward performance, and build the leadership pipeline. Through our annual Performance and Development Process (PDP), associates and managers identify objectives and drive performance through ongoing conversations and coaching throughout the year. This process encourages associates to take performance and development feedback to create an Individual Development Plan (IDP) aligned to short-term and long-term career aspirations. In 2020, PDP incorporated a formal “wellbeing dialogue” that gave managers the opportunity to positively impact engagement

and connect about associate needs and concerns as a result of the COVID-19 pandemic – this conversation was critical to keeping associates and managers connected in a virtual environment.

Finally, Goodyear is committed to preparing the next generation of leaders through our annual global talent planning process. This mechanism provides an opportunity for all parts of our business to discuss talent strengths and gaps, identify successors, and align on development plans that allow teams to achieve growth and meet key goals. On top of local talent reviews, our CEO and CHRO annually meet one-on-one with top business leaders to align on succession plans and development actions for the roles most impactful to long-term success. This process includes a review of key diverse talent where we facilitate discussions about career aspirations and development needs and actions that are being taken to progress them toward their career goals.



Global talent planning continued to be a priority during COVID-19, providing the opportunity to establish more rigor and consistency in determining successor readiness. We have moved away from our previously published “accountability metric goals,” specific to the top 50 roles toward more regional and functional succession-focused metrics to provide more depth as we track progress and measure success.





## TALENT ENGAGEMENT AND RETENTION PERFORMANCE

Employee engagement remains an important business metric. We continue to administer our salaried, global engagement Pulse Survey to understand the needs and voice of our associates. Established in 2018, this survey measures engagement and our effectiveness in delivering on the “How We’ll Work” component of our Strategy Roadmap. In 2020, we adjusted the survey to focus on wellbeing and the associate experience during the onset of the COVID-19 pandemic. Feedback from this survey has been essential to understanding our associates’ needs and informing Goodyear’s response to the pandemic, as much of the organization transitioned to remote working. During this time, associates have continued to feel a strong connection to Goodyear and our engagement scores have seen significant increases in comparison to pre-pandemic benchmarks. In addition, we have begun extending the survey to our hourly associates (i.e., retail stores, manufacturing plants) and we plan to continue to expand the survey’s reach to all global associates.

Another way we stay connected to engaging and retaining our associates is through purposeful conversations. Our team facilitates stay interviews, career development interviews and skip-level meetings to provide continuous feedback. Stay interviews offer an opportunity to deepen relationships and build trust with associates and allow us to assess the degree of associate satisfaction and engagement that exists in a department. Career development interviews gain insight into associate motivators and career aspirations to better focus our development and retention efforts. In skip-level meetings, senior leaders meet with associates in an informal setting to provide the opportunity for open dialogue and candid feedback about matters most important to the associate.

Finally, we offer an electronic exit survey to global salaried associates who elect to leave Goodyear to better understand why they chose to move on. We evaluate the survey responses to look for themes and opportunities for improvement to share with HR and business leaders. This critical information informs our evolving talent strategy and helps us take actions to supplement or improve our career development, engagement, and retention programs.

## DIVERSITY AND INCLUSION (D&I)

We are committed to creating a diverse workforce, represented throughout our organization and our teams, with a goal to have a culture that fosters inclusive behavior. Our commitment to a diverse and inclusive work environment is reflected in the policies that govern our workplace, such as the Business Conduct Manual and Global Zero Tolerance booklet. This commitment is also evident throughout the full talent lifecycle, through recruiting, onboarding, talent development, career development, and engagement, and in our D&I education and awareness programs.

We actively work to improve our partnerships, processes, and practices to meet our goals for diverse workforce representation and an engaged culture. To realize increases in the diversity of our workforce, we strive for qualified female and minority candidates on every executive slate. We post our job opportunities to a variety of diversity-focused career sites and sponsor and support diversity-focused events at our key and target universities and colleges. In 2020 we participated in the Black Virtual Career Fair (BVCF), which is a joint venture between the African American Employee Network (AAEN), a communications network serving and supporting African American professionals, and Onyx Community Connection. BVCF leverages a syndicated network to reach qualified diverse candidates nationwide. Additionally, we focus on developing, engaging, and retaining our associates based on their career aspirations and insights from associate surveys.

Goodyear’s CHRO seeks to drive education, participation and engagement in our D&I strategy at all levels of leadership. Senior leaders have accountability for D&I priorities and progress is reported annually to our Board of Directors.

## EMPLOYEE RESOURCE GROUPS (ERGS)

Our commitment to D&I is further supported through our Employee Resource Groups (ERGs) which have tremendous grassroots pull and senior leadership engagement. Our seven hub ERGs, with 32 chapters globally and over 3,000 members, are important contributors in attracting, connecting, motivating and retaining talent and building cultural awareness. Our ERGs include the Asia India Middle East Network, Goodyear Black Network, Goodyear Pride Network, Goodyear Veterans Association, Goodyear Women’s Network, HOLA, and Next Generation Leaders.



2020 CORPORATE RESPONSIBILITY REPORT

Over the past two years, we tripled the number of ERG chapters, doubled membership and held more than 200 professional development and networking events for ERG members.

Through membership in our ERGs, our associates receive mentoring, professional development, networking and community volunteerism opportunities. Our ERGs also provide opportunities for associates to serve as company ambassadors and play a crucial role in talent identification, development and recruitment.

Each ERG has goals to:

- Positively impact our associates, business and the communities in which we live and work
- Support Goodyear's efforts to attract, develop and retain associates by:
  - Assisting in outreach and recruiting efforts
  - Helping to introduce new and current associates to the organization and culture
  - Providing opportunities for professional growth and leadership skills development
  - Connecting associates with role models and mentors
  - Providing opportunities to showcase work-related skills and connect with senior leadership
  - Onboarding and offering associates a sense of community and belonging
- Provide feedback, articulate shared interests and foster open dialogue with executive sponsors and the Office of D&I
- Ensure ERG activities are consistent with and reinforce Goodyear's Strategy Roadmap



The Asia India Middle East Network ERG in Akron hosted a pre-pandemic Chinese New Year celebration.

Due to the growing number of ERG chapters around the world, the D&I team and ERG leadership have developed guidance, which includes the ERG operating and governance structure, business connectivity and community involvement.

The pandemic did not slow down our ERGs. While many of our associates rapidly transitioned and adjusted to virtual work arrangements and disrupted personal lives, our ERGs were there to provide their members with a safe space and community for fellowship, bonding and belonging during this difficult time. Chapters experimented with new ways of engaging associates, leveraging technology to host virtual events. Virtual platforms opened opportunities for participation beyond local, in-person involvement, thus broadening the ERGs' reach and raising awareness of D&I and ERGs across Goodyear.

New chapters, such as NextGen Shanghai, successfully launched. The launch event held in the Shanghai office was attended by over 80 associates, who were highly engaged. During the challenging times caused by the ongoing pandemic, the launch event was unique as it offered options for both online and physical participation (following COVID-19 protocols, such as social/physical distancing).



The Goodyear Women's Network ERG in Shanghai planned a photo collection event to celebrate International Women's Day. They encouraged associates to share photos from working at home with Goodyear elements to foster a sense of connection.

HEALTH AND WELLNESS

Goodyear strives to be at the forefront of corporate wellness, and that goal is the driver behind our award-winning "GoodLife" program. Led by Goodyear's Chief Health Officer, GoodLife aims to foster a culture of wellness for all Goodyear associates and their families by providing resources to help them achieve wellbeing.

We measure our progress in three ways:

1. Overall wellness of our associates, including physical, emotional, financial and social health;
2. Health of our worksites; and
3. Engagement in our wellness programs.

## HEALTHY ASSOCIATES

We encourage the physical health of our associates through various voluntary programs such as wellness physicals, a Healthy Choice Incentive and corporate challenges. Our GoodLife website is currently being upgraded and integrated into our corporate communication channels to make it more accessible for associates around the globe. This is particularly important as we continue to disseminate important COVID-19 information and updates to our associates. The site features “GoodLife University,” a health learning curriculum, that includes courses on general health, heart health, diabetes management, emotional wellbeing and stress management.

In addition to physical health, we recognize and address the importance of the emotional health of our associates. Our Chief Health Officer’s bi-weekly blog on the GoodLife site features aspects of emotional wellbeing such as work-life balance and tips on how to handle stress and life issues. We also actively promote our Employee Assistance Programs (EAPs) which are now accessible to 100% of our associates worldwide. This has proven to be an exceptional resource as people navigate the numerous emotional challenges brought on by the pandemic.



## HEALTHY WORKSITES

The health and safety of our worksites remains essential, and we implement and continue to assess the safety measures put in place to help minimize the effects of the COVID-19 pandemic. Appropriate personal protective equipment, procedures and protocols have permitted the safe return to the workplace and continued operations of our workforce.

In addition to pandemic-related considerations, we support associate health and wellbeing by offering resources in our worksites. The majority of Goodyear manufacturing sites have first-responder teams, while larger facilities have on-site occupational health clinics, called GoodLife Health Centers, which have been extremely helpful navigating illness and maintaining quarantine and isolation protocols. While our Corporate HQ and some other locations have on-site fitness facilities and equipment, these have been temporarily shuttered as part of our pandemic safety measures. We continue to feature our GoodLife Health Boards in

prominent areas such as breakrooms and on the GoodLife website. These boards offer resources and wellness tips that cover six main areas: Employee Assistance Programs; Benefits; GoodLife Programs; EHS; Emergency Preparedness; and seasonal tips.

To measure the health of our worksites, we use the Centers for Disease Control and Prevention (CDC) [Worksite Health Scorecard](#) for each location with 30 or more associates. We assess our sites annually to identify areas of opportunity and high impact strategies, which allows us to properly allocate resources to maintain a healthy workforce. Smoking on Goodyear property remains an area of opportunity for us to improve, and we continue to work toward our goal of having tobacco-free campuses for 100% of Goodyear facilities by 2025. Though delayed by the pandemic, we are developing a GoodLife Site Recognition program that will recognize sites for achieving goals within categories, such as CDC Scorecard, Tobacco-free Campus, Healthy Vending, EHS Compliance, and CPR/AED Training.

## CULTURE OF HEALTH

To evaluate our programming and ensure that our focus is driving us in the right direction, we use HealthNEXT’s Employer Health Opportunity Assessment (EHOA) dashboard. With the EHOA dashboard, we regularly assess our progress across more than 210 elements of health and develop an action plan aimed to realize year-over-year improvement. Once established, a healthy workforce culture leads to a healthier business, with reduced lost time and worker compensation costs, resulting in savings outweighing wellness programs costs. Therefore, a culture of health is truly a sustainable business practice.



**BENEFITS**

To meet the needs of our diverse workforce, retirees and their dependents, we offer a robust benefits package with options for full-time and part-time associates, as outlined below and on the next page, for our significant locations of operation (countries with more than 1,000 Goodyear associates). Costs for most benefit plans are shared by both the Company and the associate.

**2020 ASSOCIATE BENEFITS**

	BENEFITS	Americas				Europe, Middle East, Africa					Asia Pacific		
		United States	Brazil	Chile	Mexico (SLP)	Germany	Luxembourg	Poland	South Africa	Turkey	Australia	China	India
Healthcare	Medical Plan	Yes	Yes	Yes	Yes	No	No	Yes	Yes	Yes	No	Yes	Yes
	Dental Plan	Yes	Yes	Yes	No	No	No	Yes	Yes	No	No	No	No
	Vision Plan	Yes	No	Yes	No	No	No	Yes	Yes	No	No	No	No
Insurance	Life Insurance	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	No	Yes	Yes
	Accidental Death & Dismemberment Insurance	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
	Short Term Disability Insurance	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes
	Long Term Disability Insurance	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes
	Business Travel Accident Insurance	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Voluntary Products (Insurance product offered at discount price, no GY contribution)	Yes	No	No	No	No	Yes	No	No	No	No	Yes	No
Financial	Pension Plan (on-top of legal)	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No	No	No
	Healthcare Flex Spending (US only)	Yes	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Health Savings Account (US only)	Yes	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

		Americas				Europe, Middle East, Africa					Asia Pacific		
BENEFITS		United States	Brazil	Chile	Mexico (SLP)	Germany	Luxembourg	Poland	South Africa	Turkey	Australia	China	India
Lifestyle	Paid Time Off (Vacation, Sick and Holidays)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Leaves of Absence (Family, Medical, Personal)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
	Education Reimbursement	Yes	Yes	Yes	No	Yes	Yes	No	Yes	Yes	Yes	Yes	No
	Adoption Assistance	Yes	No	No	No	No	No	No	No	No	Yes	No	Yes
	Tire Discounts	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Affiliation Discount (allowing associates to purchase services/products from external vendors, including automobiles)	Yes	No	No	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	No
	Relocation Assistance for transferring associates	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	EAP	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Other	GoodLife Health Centers (onsite medical clinics to specifically handle injuries/illnesses while at work, but can also help accommodate any primary care visits, such as cold, immunizations, etc.)	Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes	No	Yes	Yes
	Financial - Interest Free Loans	No	No	No	No	No	Yes	Yes	No	Yes	No	No	No
	Lifestyle - Meals	No	Yes	Yes	Yes	Yes	No	Yes	No	Yes	No	Yes	No
	Lifestyle - Transportation (shuttle bus/allowance)	No	Yes	Yes	Yes	No	No	No	No	Yes	No	Yes	No
	Healthcare - Medical Check-up	No	Yes	Yes	No	Yes	No	No	Yes	Yes	No	Yes	Yes
Stock Ownership	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*	

\* Stock Ownership: Eligibility for Long-Term Equity awards based on job level

## COMMUNITY ENGAGEMENT

As with all areas of our business, Goodyear’s community engagement efforts around the world required agility in 2020 as we navigated through the COVID-19 pandemic. While we added significant focus on support for frontline health care workers and health systems, we also remained dedicated to our Goodyear *Better Future* mission of helping enable safe, smart and sustainable communities in the areas where we operate by providing ongoing support to established community partners, including virtual volunteerism.

The Global Community Engagement team brings Goodyear’s community engagement strategy to life. They provide tools and guidance to help associates execute volunteer and engagement programs globally. Through collaboration and sharing of best practices between our locations around the world, Goodyear associates seek out valuable ways to positively impact their communities throughout the year.

Associates at Goodyear’s Corporate HQ can gain both community engagement and professional development experience through Goodyear Corporate Councils. Each Council acts as the liaison between Goodyear and a particular community organization – coordinating opportunities while also developing leadership qualities. Goodyear’s Corporate Councils include, for example: Junior Achievement of North Central Ohio; Akron Children’s Hospital; National Inventors Hall of Fame® Science, Technology, Engineering and Mathematics Schools; and the Akron-Canton Regional Foodbank.

This year, many of our annual community events had to be canceled due to the COVID-19 pandemic, including the Goodyear Half Marathon & 10K and the Global Week of Volunteering. Despite these challenges, Goodyear associates rose to the challenge of finding new ways to support community organizations. Associates involved with Corporate Councils, Volunteer Core Teams and ERGs connected with the organizations they support to find ways that associates could help virtually, or plan for projects to work on when volunteering can once again safely take place in person. Virtual volunteering and “small acts of kindness” were encouraged as safe alternatives for those wishing to give back.

## PERFORMANCE

Our community engagement pillars – Safe, Smart and Sustainable – focus our expertise. In 2020, as the global pandemic began, Goodyear quickly adjusted our approach to respond to the needs within our community. To the right and on the following two pages are a few of our efforts from 2020.

## COVID-19 RESPONSE: SUPPORTING COMMUNITIES THROUGH THE GLOBAL PANDEMIC

**SUPPORTING ESSENTIAL WORKERS:** Our first priority was supporting health care workers, first responders, fleets and others on the front lines of the COVID-19 fight. Goodyear donated personal protective equipment (PPE) in several Goodyear communities, including Luxembourg, where associates produced components for face shields using 3-D printers. We also provided funding to Bounce Innovation Hub in Akron, Ohio, to support its production of PPE for area hospitals. We provided procurement and engineering expertise to organizations and health systems navigating challenges to obtain the items they needed.

### FUNDING HEALTHCARE SYSTEMS:

In support of health care systems, the Goodyear Foundation provided a \$100,000 grant to the Cleveland Clinic to support frontline health care workers and the Clinic’s COVID-19 research. In our AP region, we contributed \$285,000 to the China Youth Development Fund to support frontline medical staff, and in EMEA we contributed \$11,000 to the World Health Organization’s COVID-19 Solidarity Fund. In Akron, we funded meals for 300 resident physicians for a month at Akron Children’s Hospital during a temporary closure of their employee cafeteria and provided a matching gift for Summa Health System.



Associates from Goodyear’s plant in Wittlich, Germany, donated face masks to the local hospital.

### FIGHTING FOOD INSECURITY:

Finally, recognizing that food banks and pantries were among the organizations hardest hit by the pandemic, we provided a matching gift in March 2020 for the Akron-Canton Regional Foodbank, which was one of its most successful matches in history. We followed up with a \$30,000 contribution for its December distribution events. In addition, Roll by Goodyear donated \$10 for every tire sold during the month of June, nearly \$26,000 total, to Feeding America. We also donated more than 900 pounds of fresh produce from the Corporate HQ cafeteria as the Akron, Ohio, area associates began working from home, and 500 packs of food to those in need in Aurangabad, India.



2020 CORPORATE RESPONSIBILITY REPORT

**SAFE: PROMOTING SAFE MOBILITY**

**SAFE MOBILITY PROJECT** – In 2016, Goodyear established the Safe Mobility Project with Akron Children’s Hospital with a goal of reducing childhood injuries in the Akron, Ohio, area. In 2020, this effort continued despite the pandemic. Child passenger safety seats and bicycle helmets were distributed through outdoor community pick-up events or curbside at the hospital, to accommodate social distancing. Prior to the pandemic, the project distributed bicycle helmets through local in-school “Safety Town” programs and provided teen safe driving education in local high schools. The team is preparing to re-launch these programs when students go back to in-person learning.

**SAFE TRANSPORTATION** – Associates in Thailand made a donation of Goodyear Cargo Max tires to a local hospital for use on their ambulances. The tires provide the ambulances with extended tread life and performance for fast, safe transport. Additionally, local Goodyear Autocare stores offer free service for the ambulances.



Photo taken pre-pandemic.

**KEEP EUROPE MOVING** – The Goodyear team in Germany and Poland launched an initiative to support frontline medical and paramedical personnel by providing free tire servicing and emergency tire support via the company’s Premio and Quick retail networks.

**SMART: INSPIRING STUDENTS TO REACH THEIR FULL POTENTIAL**

**GOODYEAR ENGINEERING EXPLORER POST** – In fall 2020, the Goodyear Engineering Explorer Post was hosted virtually for the first time. This program, which introduces high school students to careers in STEM fields through engaging projects and direct mentorship from Goodyear associates, traditionally meets in person at the Corporate HQ. The virtual program engaged 50 students and focused on blimp flight and operation. It featured virtual speakers from the blimp operations crew and culminated in a weathervane project for students to complete.

**Keep A Dream Alive Project** – Associates in South Africa continue to support local schools through several projects in 2020. They opened a library at a primary school and continued to support the Keep A Dream Alive Project, which encourages 7th grade students to write and share essays about what they want to be when they grow up.. Additionally, Goodyear donated 32 laptops and 650 face shields to several schools.



**NAMING OF ACADEMIES** – Goodyear has a long history of supporting Akron Public Schools in Akron, Ohio, supporting student learning through community initiatives and experiential learning. In 2020, this relationship was taken to a new level when Goodyear became a named integrated partner of two of Akron Public Schools’ College and Career Academies. Students in the Goodyear Academy of Applied Engineering at Ellet Community Learning Center and the Goodyear Academy of Advanced Technology and Design at the National Inventors Hall of Fame Science, Technology, Engineering and Mathematics® High School study careers critical to Goodyear’s workforce, including engineering and automotive technology. This relationship will allow students to make use of Goodyear resources through opportunities such as facility tours and hands-on learning experiences. Goodyear associates support this work through the Akron Public Schools Advisory Council, which focuses on identifying opportunities for collaboration.

Additionally, as Akron Public Schools navigated virtual learning due to the pandemic, Goodyear provided funding for internet access and other needed supplies in lieu of a traditional school supply drive.

**SUSTAINABLE: REDUCING OUR ENVIRONMENTAL IMPACT**

**PROTECTING NATURE HERITAGE** – Associates supported a forestation project in Bled, Slovenia, by collaborating with the Slovenian Forest Service to plant new trees and protect young trees to better withstand winter weather near Lake Bled. Associates also restored walking paths along the Kokra River by adding sand and removing overgrowth along the riverbank.



**EXPANDING FOOD DISTRIBUTION** – The Goodyear Foundation provided a \$250,000 contribution to the Akron-Canton Regional Foodbank’s capital campaign that focuses on the construction of a new distribution center in Stark County and an expansion in Summit County. Our contribution has been directed to the enlargement of a cooler space in Summit County; a place where more than 1,800 Goodyear associates and their families have volunteered nearly 10,000 hours over the last five years.

2020 CORPORATE RESPONSIBILITY REPORT

ASSOCIATE VOLUNTEERISM: INSPIRING ASSOCIATES TO SERVE OUR COMMUNITIES

Goodyear associates focused on acts of goodness and virtual volunteerism in 2020. Despite the global pandemic, associates logged more than 7,000 volunteer hours.

Employee Resource Group members took the lead on volunteerism in 2020, accounting for more than 6,000 volunteer hours.



THE GOODYEAR BLIMPS



The Goodyear Blimps have been supporting communities and nonprofit organizations since 1925 when the Santa Claus Express toy-giving program began. For more than 90 years, Goodyear Blimps have remained committed to dedicating a portion of operational time to community giving. 2020 marked the 10th anniversary of Goodyear's collaboration with the Marine Corps Toys for Tots program, which began by using Goodyear's Blimp bases to generate donations of toys and cash and has grown to several retail stores. In 2020, the program raised a total of \$34,000 and generated over 21,000 toy donations

for families during the holiday season, bringing the combined total since 2010 to more than 165,000 toys and nearly \$500,000.

Additionally, the Goodyear Blimp provided a ten-week social media content series, Blimp Camp, designed to provide connection and activity to people isolated at home as the pandemic began. The series focused on Goodyear Blimp-inspired entertainment and education for children and parents and reached thousands of homes.

Over the summer, the blimps took to the skies to provide a "sky high thank you" for health care and essential workers flying over hospitals in the South Florida and Northeast Ohio area.

COMPLIANCE AND ETHICS

Goodyear's Compliance and Ethics (C&E) Department provides updates on ethics and compliance activities to the Board of Directors multiple times per year. The Board Committee on Corporate Responsibility and Compliance reviews the activities and processes designed to uphold our commitment to ethical behavior.

Our global and regional C&E Committees – composed of top company leaders from business and functional areas – meet several times a year to discuss compliance and ethics matters, initiatives, and training. We also update policies and procedures as needed.

Goodyear's [Business Conduct Manual](#), updated in 2018, guides our Board of Directors, executive team, and all associates globally. It defines behaviors necessary to support our high standards and reinforces associate compliance with all applicable laws and business practices. The Manual is available on our corporate website, company intranet and in hard copy for associates without internet access. It is available internally in 16 languages to help ensure global comprehension. We regularly update our Manual to ensure it reflects the current workplace and regulatory landscape. On an annual basis, salaried associates must review and affirm their knowledge of the Manual, promise to abide by it and disclose any known violations of certain policies.





2020 CORPORATE RESPONSIBILITY REPORT

COMPLIANCE AND ETHICS TRAINING AND AWARENESS

We expect every associate to know and understand our compliance and ethics policies and to abide by them. Goodyear requires almost all global salaried associates and new hires to complete online training covering the Manual and key compliance policies. In 2020, more than 96% of those associates completed online training courses on such subjects as workplace respect, discrimination and harassment, financial integrity, privacy and data protection, and anti-corruption and anti-bribery. We have a three-year training cycle that we review and amend annually to ensure our ethics and compliance training topics remain relevant and address the risks facing Goodyear.

Notwithstanding the pandemic, Goodyear was committed to reaching associates wherever they were during the year for compliance training and programs. We conducted in-person and virtual trainings across all strategic business units as well as focused compliance campaigns in many countries and plants on various subjects, such as respect in the workplace (including harassment and discrimination), conflicts of interest, competition law, speaking up, preventing and detecting fraud and bribery, gift and entertainment policies, and privacy. Additionally, our Compliance Week campaigns were held in selected locations around the globe for salaried and hourly associates and covered a wide range of topics through a variety of communication methods, including leadership messages or videos, electronic communications, newsletters, messages on internal digital screens, posters and team huddle sessions (in person and/or virtually).



Goodyear’s Quarterly Ethics Awareness Campaign, covering topics from the Manual, takes place in our company-owned retail, wholesale and commercial tire service locations in the U.S., United Kingdom, France, Germany, Canada, Japan, Africa, Australia, and in our Airship Operations and the Hebron facility. During the 2020 quarterly campaign, managers led their teams in conversations on compliance and ethics subjects such as wage and hour compliance, privacy and safety.

INTEGRITY HOTLINE

All associates are required to report any actual, suspected, or potential misconduct to management or through the Company’s [Integrity Hotline](#). Available 24 hours a day, 7 days a week from anywhere in the world via toll-free telephone or by a dedicated website, our Integrity Hotline allows associates and third parties to report a concern or ask a question, including anonymously (where allowed by law).

The C&E Department reviews each Integrity Hotline matter and, in cases where an allegation of misconduct is substantiated, the Company takes appropriate disciplinary or remedial action. Goodyear strictly prohibits retaliation against individuals for making a report in good faith. Speak Up education and awareness campaigns are held to remind associates of the Integrity Hotline and to encourage them to raise questions or concerns.

DATA PRIVACY AND PROTECTION

Like many global companies, Goodyear faces data security risks, and monitors new and developing regulations and best practices to anticipate and mitigate such risks. For example, in 2018, the European Union’s General Data Protection Regulation (GDPR) replaced the Data Protection Directive 95/46/EC. In 2019, California passed a comprehensive new privacy law, which was amended in 2020, and many other countries and U.S. states are contemplating or have passed similar legislation. As a response to these and other regulations, we updated our Global, Online, and Associate Privacy Policies to comply with these regulations and privacy best practices and implemented additional training programs for associates who interact with personal information. In addition, we took other actions designed to protect the personal data of our associates, customers, suppliers, and others with whom we do business.

OPPORTUNITIES

To ensure Goodyear’s compliance with all appropriate regulations, our C&E Department continually monitors and prepares for upcoming regulations and works to anticipate and mitigate any potential compliance and ethics risks.

## ABOUT THIS REPORT

Goodyear has been publishing corporate responsibility reports annually since 1996. This report covers activities and events in the 2020 calendar year. It includes information for all global Goodyear operations, including subsidiaries where the Company has a controlling ownership.

Operational data are reported on owned as well as leased facilities. All data reported have been collected from our operations based on standard reporting definitions and requirements. Some energy and greenhouse gas (GHG) emissions data from our manufacturing plants in the European Union were verified by a third party. Some data have been reported to governmental agencies that check for accuracy.

We track energy intensity and measure our progress at our tire and chemical manufacturing facilities through our global data management system. The system helps improve accuracy and metering to provide real-time energy data. Our energy intensity ratio is calculated using total finished production and includes all sources of fuel used in the manufacturing process, including purchased electricity, purchased steam, natural gas, fuel oil, propane, diesel, gasoline, waste fuel, pet coke, and coal.

We use the WBCSD and World Resources Institute (WRI) GHG protocol for calculating emissions. According to the WBCSD and WRI, Scope 1 emissions cover direct greenhouse

gas emissions from sources that are owned or controlled by the Company. Scope 2 emissions account for indirect greenhouse gas emissions from the generation of purchased energy. Scope 3 emissions include all other indirect emissions that occur as a consequence of the activities of the Company, but from sources not owned or controlled by the Company.

Reported emissions include all Goodyear manufacturing locations where Goodyear has operational control, and detailed direct (Scope 1) and indirect (Scope 2) sources. These sources include electricity and steam generated offsite and all fuels used in boilers and other combustion equipment, including natural gas, fuel oil, propane, diesel, pet coke, waste fuel, and coal. In 2020, 54% of our emissions were indirect and 46% were direct.

We have developed internal recordkeeping requirements that build on OSHA (Occupational Safety and Health Administration) lagging indicator requirements and internal definitions for leading indicators.

This report has been prepared in accordance with the GRI Standards: Core option. The GRI Standards are the most widely adopted global standards for sustainability reporting. These standards help businesses and governments understand and communicate their impact on a variety of sustainability issues in a common format.

# GRI CONTENT INDEX

GRI Standard	Disclosure	Location	Page
<b>General Disclosures</b>			
<b>Organizational Profile</b>			
GRI 102: General Disclosures 2016	102-1 Name of the organization	<a href="#">The Goodyear Tire &amp; Rubber Company</a>	5
	102-2 Activities, brands, products, and services	<a href="#">Overview of Our Business</a>	5
	102-3 Location of headquarters	<a href="#">Akron, Ohio, USA</a>	5
	102-4 Location of operations	<a href="#">Overview of Our Business; Global Presence</a>	5
	102-5 Ownership and legal form	<a href="#">2020 10-K, cover, pg. 1</a>	N/A
	102-6 Markets served	<a href="#">Overview of the Business; Global Presence</a>	5
	102-7 Scale of the organization	<a href="#">Data Table</a>	61,69
	102-8 Information on employees and other workers	<a href="#">Data Table</a>	69
	102-9 Supply chain	<a href="#">2020 10-K, pg. 5; Sustainable Materials and Sourcing</a>	17-19
	102-10 Significant changes to the organization and its supply chain	<a href="#">2020 10-K, pgs. 2-5</a>	N/A
	102-11 Precautionary principle or approach	Although Goodyear does not formally follow the precautionary principle, we assess environmental risks across our operations.	N/A
	102-12 External initiatives	<a href="#">The United Nations Sustainable Development Goals (SDGs); Membership in Associations</a>	10-14
	102-13 Membership of associations	<a href="#">Membership in Associations</a>	12-14
<b>Strategy</b>			
GRI 102: General Disclosures 2016	102-14 Statement from senior decision-maker	<a href="#">Leadership Message</a>	3-4
	102-15 Key impacts, risks, and opportunities	<a href="#">Corporate Responsibility; Stakeholder Engagement and Significant Corporate Responsibility Topics; Better Future</a>	5-8
<b>Ethics and Integrity</b>			
GRI 102: General Disclosures 2016	102-16 Values, principles, standards, and norms of behavior	<a href="#">Compliance and Ethics; Goodyear Strategy Roadmap</a>	48-49
	102-17 Mechanisms for advice and concerns about ethics	<a href="#">Integrity Hotline</a>	49

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Governance			
GRI 102: General Disclosures 2016	102-18 Governance structure	<a href="#">Corporate Responsibility; 2021 Proxy, pgs. 1 - 4; Corporate Governance</a>	5-6
	102-19 Delegating authority	<a href="#">Corporate Responsibility</a>	5-6
	102-20 Executive-level responsibility for economic, environmental, and social topics	<a href="#">Corporate Responsibility</a>	5-6
	102-21 Consulting stakeholders on economic, environmental, and social topics	<a href="#">Stakeholder Engagement and Significant Corporate Responsibility Topics</a>	6-7
	102-22 Composition of the highest governance body and its committees	<a href="#">2021 Proxy Statement, pgs. 1-4; 6-9; Corporate Governance</a>	N/A
	102-23 Chair of the highest governance body	<a href="#">2021 Proxy Statement, pg. 2; Corporate Governance</a>	N/A
	102-24 Nominating and selecting the highest governance body	<a href="#">2021 Proxy Statement, pgs. 5-6; Corporate Governance</a>	N/A
	102-25 Conflicts of Interest	<a href="#">Board of Directors and Executive Officers Conflict of Interest Policy</a>	N/A
	102-26 Role of highest governance body in setting purpose, values, and strategy	<a href="#">Corporate Responsibility; 2021 Proxy Statement, pg. 8</a>	5-6
	102-27 Collective knowledge of highest governance body	<a href="#">Corporate Responsibility</a>	5
	102-31 Review of economic environmental, and social topics	<a href="#">2021 Proxy Statement, pg. 8</a>	N/A
	102-32 Highest governance body's role in sustainability reporting	The Board of Directors has the opportunity to review, provide feedback, and approve Goodyear's Corporate Responsibility Report annually prior to publication.	N/A
	102-35 Remuneration policies	<a href="#">2021 Proxy Statement, pgs. 30-54</a>	N/A
	102-36 Process for determining remuneration	<a href="#">2021 Proxy Statement, pgs. 33-36</a>	N/A
102-37 Stakeholders' involvement in remuneration	<a href="#">2021 Proxy Statement, pg. 29</a>	N/A	
Stakeholder Engagement			
GRI 102: General Disclosures 2016	102-40 List of stakeholder groups	<a href="#">Stakeholder Engagement and Significant Corporate Responsibility Topics</a>	6-7
	102-41 Collective bargaining agreements	<a href="#">Data Table</a>	69
	102-42 Identifying and selecting stakeholders	<a href="#">Stakeholder Engagement and Significant Corporate Responsibility Topics</a>	6-7
	102-43 Approach to stakeholder engagement	<a href="#">Stakeholder Engagement and Significant Corporate Responsibility Topics; In 2020, no engagement with stakeholders was undertaken specifically as part of the report preparation process</a>	6-7
	102-44 Key topics and concerns raised	<a href="#">Stakeholder Engagement and Significant Corporate Responsibility Topics; Better Future</a>	6-8

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Reporting Practices			
GRI 102: General Disclosures 2016	102-45 Entities included in the consolidated financial statements	<a href="#">2020 10-K, pgs. 172 – 175 (Exhibit 21.1)</a>	N/A
	102-46 Defining report content and topic boundaries	<a href="#">Stakeholder Engagement and Significant Corporate Responsibility Topics: Better Future</a>	6-8
	102-47 List of material topics	<a href="#">Stakeholder Engagement and Significant Corporate Responsibility Topics: Better Future</a>  Advancing Tire Performance Sustainable Raw Materials and Sourcing Workforce Safety and Health Supply Chain Management Energy and Greenhouse Gas (GHG) Emissions Business Continuity Product Quality Shaping the Mobility Revolution Ethics and Compliance End-of-Life Tires (ELT) Inspiring Culture	6-8
	102-48 Restatements of information	There are 11 data points restated from previous reports outlined in the <a href="#">Data Table</a> and <a href="#">Progress Toward Goals</a> chart. Three were corrected in the 2019 Corporate Responsibility Report and eight additional data points have been corrected in this 2020 Corporate Responsibility Report.	68, 75-77
	102-49 Changes in reporting	There are no significant changes from previous reporting periods in the list of material topics or topic boundaries for the 2020 report.	N/A
	102-50 Reporting period	<a href="#">January 1, 2020 through December 31, 2020</a>	50
	102-51 Date of most recent report	9/10/2020	N/A
	102-52 Reporting cycle	<a href="#">Annual</a>	50
	102-53 Contact point for questions regarding the report	Maureen DeSanzo, Director, Global Sustainability ( <a href="mailto:maureen_desanzo@goodyear.com">maureen_desanzo@goodyear.com</a> )	N/A
	102-54 Claims of reporting in accordance with the GRI Standards	<a href="#">This report has been prepared in accordance with the GRI Standards: Core option</a>	50
	102-55 GRI content index	<a href="#">GRI Content Index</a>	51
	102-56 External assurance	Goodyear does not conduct external assurance for our Corporate Responsibility Report	N/A

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Economic Topics			
<b>Procurement Practices</b>			
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its boundary	<a href="#">Sustainable Sourcing</a>	17-19
	103-2 The management approach and its components	<a href="#">Sustainable Sourcing</a>	17-19
	103-3 Evaluation of the management approach	<a href="#">Sustainable Sourcing</a>	17-19
GRI 204: Procurement Practices 2016	204-1 Percent procurement spend on raw materials from local suppliers	<a href="#">Data Table</a> ; 42% of 2020 procurement spend on raw materials from local suppliers	62
<b>Anti-Corruption</b>			
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its boundary	<a href="#">Compliance &amp; Ethics</a>	48-49
	103-2 The management approach and its components	<a href="#">Compliance &amp; Ethics</a>	48-49
	103-3 Evaluation of the management approach	<a href="#">Compliance &amp; Ethics</a>	48-49
GRI 205: Anti-corruption 2016	205-1 Operations assessed for risk related to corruption	<a href="#">Data Table</a>	75
	205-2 Communication and training about anti-corruption policies and procedures	<a href="#">Data Table</a>	75-78
<b>Shaping the Mobility Revolution</b>			
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its boundary	<a href="#">Shaping the Mobility Revolution</a>	35-37
	103-2 The management approach and its components	<a href="#">Shaping the Mobility Revolution</a>	35-37
	103-3 Evaluation of the management approach	<a href="#">Shaping the Mobility Revolution</a>	35-37
<b>Business Continuity</b>			
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its boundary	<a href="#">Business Continuity</a>	30-31
	103-2 The management approach and its components	<a href="#">Business Continuity</a>	30-31
	103-3 Evaluation of the management approach	<a href="#">Business Continuity</a>	30-31
Non-GRI Key Performance Indicators	Number of incidents	<a href="#">Business Continuity</a> ; <a href="#">Data Table</a>	31, 68
	Average incident duration	<a href="#">Business Continuity</a>	31

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Environmental Topics			
<b>Materials</b>			
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its boundary	<a href="#">Sustainable Sourcing</a> ; <a href="#">End-of-Life Tires</a>	17-19, 29-30
	103-2 The management approach and its components	<a href="#">Sustainable Sourcing</a> ; <a href="#">End-of-Life Tires</a>	17-19, 29-30
	103-3 Evaluation of the management approach	<a href="#">Sustainable Sourcing</a> ; <a href="#">End-of-Life Tires</a>	17-19, 29-30
GRI 301: Materials 2016	301-1 Materials used by weight or volume	<a href="#">Data Table</a> ; 23% of materials used in products in 2020 were renewable (496,000 tons) and 77% were non-renewable (1,644,000 tons)	64
	301-2 Recycled input materials used	<a href="#">Data Table</a> ; 0.18% recycled input materials used in products in 2020	64
<b>Energy</b>			
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its boundary	<a href="#">Responsible Operations</a> ; <a href="#">Operational Impacts</a> ; <a href="#">Energy Performance</a> ; <a href="#">Improving Fuel Efficiency</a>	23, 25-27, 34
	103-2 The management approach and its components	<a href="#">Responsible Operations</a> ; <a href="#">Operational Impacts</a> ; <a href="#">Energy Performance</a> ; <a href="#">Improving Fuel Efficiency</a>	23, 25-27, 34
	103-3 Evaluation of the management approach	<a href="#">Responsible Operations</a> ; <a href="#">Operational Impacts</a> ; <a href="#">Energy Performance</a> ; <a href="#">Improving Fuel Efficiency</a>	23, 25-27, 34
GRI 302: Energy 2016	302-1 Energy consumption within the organization	<a href="#">Energy Performance</a> ; <a href="#">Data Table</a>	25-27, 66
	302-3 Energy intensity	<a href="#">Energy Performance</a> ; <a href="#">About This Report</a> ; <a href="#">Data Table</a> ; In 2020, global energy intensity was 6,392 BTU/lb.	25-27, 50, 66
	302-4 Reduction of energy consumption	<a href="#">Energy Performance</a> ; <a href="#">Data Table</a> ; <a href="#">Progress Toward Goals</a>	25-27, 66, 79
	302-5 Reductions in energy requirements of products and services	<a href="#">Improving Fuel Efficiency</a> ; <a href="#">Data Table</a> ; <a href="#">Progress Toward Goals</a> ; 31% reduction of rolling resistance – Global Consumer Tire Portfolio from 2005 to 2020; 8.2% reduction in tire weight – Global Consumer Tire Portfolio from 2005 to 2020	34, 68, 79
<b>Emissions</b>			
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its boundary	<a href="#">Operational Impacts</a> ; <a href="#">Emissions Performance</a>	25-27
	103-2 The management approach and its components	<a href="#">Operational Impacts</a> ; <a href="#">Emissions Performance</a>	25-27
	103-3 Evaluation of the management approach	<a href="#">Operational Impacts</a> ; <a href="#">Emissions Performance</a>	25-27
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	<a href="#">Emissions Performance</a> ; <a href="#">Data Table</a>	27, 67
	305-2 Energy indirect (Scope 2) GHG emissions	<a href="#">Emissions Performance</a> ; <a href="#">Data Table</a>	27, 67
	305-4 GHG emissions intensity	<a href="#">Emissions Performance</a> ; <a href="#">Data Table</a> ; In 2020, global GHG emissions intensity (scope 1 and 2) was 0.721 tonnes CO <sub>2</sub> e/ton	27, 67
	305-5 Reduction of GHG emissions	<a href="#">Emissions Performance</a> ; <a href="#">Data Table</a> ; <a href="#">Progress Toward Goals</a>	27, 67, 79

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Environmental Compliance			
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its boundary	<a href="#">Responsible Operations</a> ; <a href="#">Operational Impacts</a>	23, 25, 29
	103-2 The management approach and its components	<a href="#">Responsible Operations</a> ; <a href="#">Operational Impacts</a>	23, 25, 29
	103-3 Evaluation of the management approach	<a href="#">Responsible Operations</a> ; <a href="#">Operational Impacts</a>	23, 25, 29
GRI 307: Environmental Compliance 2016	307-1 Non-compliance with environmental laws and regulations	<a href="#">Data Table</a> ; In 2020 Goodyear had eight environmental compliance violations. We did not incur any significant fines or non-monetary sanctions for non-compliance with environmental laws and/or regulations.	67
Supplier Environmental Assessment			
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its boundary	<a href="#">Supply Chain Management</a>	20-21
	103-2 The management approach and its components	<a href="#">Supply Chain Management</a>	20-21
	103-3 Evaluation of the management approach	<a href="#">Supply Chain Management</a>	20-21
GRI 308: Supplier Environmental Assessment 2016	308-1 New suppliers that were screened using environmental criteria	<a href="#">Data Table</a> ; As of the end of 2020, 78% of all raw materials suppliers had been screened using environmental criteria.	62
	308-2 Negative environmental impacts in the supply chain and actions taken	<a href="#">Data Table</a> ; As of the end of 2020, 171 raw materials suppliers had been assessed for environmental impacts	62
Social Topics			
Employment			
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its boundary	<a href="#">Inspiring Culture</a> ; <a href="#">Talent Management</a> ; <a href="#">Benefits</a>	39-41, 44-45
	103-2 The management approach and its components	<a href="#">Inspiring Culture</a> ; <a href="#">Talent Management</a> ; <a href="#">Benefits</a>	39-41, 44-45
	103-3 Evaluation of the management approach	<a href="#">Inspiring Culture</a> ; <a href="#">Talent Management</a> ; <a href="#">Benefits</a>	39-41, 44-45
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	<a href="#">Data Table</a>	70-72
	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	<a href="#">Benefits</a>	44-45



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Occupational Health and Safety			
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its boundary	<a href="#">Responsible Operations</a> ; <a href="#">Workforce Safety and Wellness</a> ; <a href="#">Inspiring Culture</a> ; <a href="#">Health and Wellness</a>	23-24, 39, 42-43
	103-2 The management approach and its components	<a href="#">Responsible Operations</a> ; <a href="#">Workforce Safety and Wellness</a> ; <a href="#">Inspiring Culture</a> ; <a href="#">Health and Wellness</a>	23-24, 39, 42-43
	103-3 Evaluation of the management approach	<a href="#">Responsible Operations</a> ; <a href="#">Workforce Safety and Wellness</a> ; <a href="#">Inspiring Culture</a> ; <a href="#">Health and Wellness</a>	23-24, 39, 42-43
GRI 403: Management Approach 2018	403-1 Occupational health and safety management system	<a href="#">Workforce Safety and Wellness</a>	23-24
	403-2 Hazard identification, risk assessment, and incident investigation	<a href="#">Workforce Safety and Wellness</a>	23-24
	403-3 Occupational health services	<a href="#">Workforce Safety and Wellness</a> ; <a href="#">Health and Wellness</a>	23-24, 42-43
	403-4 Worker participation, consultation, and communication on occupational health and safety	<a href="#">Workforce Safety and Wellness</a> ; <a href="#">Data Table</a> ; In 2020, 100% of manufacturing associates were represented in formal joint management-worker health and safety committees	23-24, 64
	403-5 Worker training on occupational health and safety	<a href="#">Workforce Safety and Wellness</a>	23-24
	403-6 Promotion of worker health	<a href="#">Health and Wellness</a>	42-43
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	<a href="#">Workforce Safety and Wellness</a>	23-24
GRI 403: Occupational Health and Safety 2018	403-8 Workers covered by an occupational health and safety management system	<a href="#">Workforce Safety and Wellness</a> ; <a href="#">Data Table</a>	23-24, 64
	403-9 Work-related injuries	<a href="#">Workforce Safety and Wellness</a> ; <a href="#">Data Table</a>	23-24, 65
	403-10 Work-related ill health	<a href="#">Workforce Safety and Wellness</a> ; <a href="#">Data Table</a>	23-24, 65
Training and Education			
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its boundary	<a href="#">Talent Management</a> ; <a href="#">Compliance and Ethics</a>	39-41, 48-49
	103-2 The management approach and its components	<a href="#">Talent Management</a> ; <a href="#">Compliance and Ethics</a>	39-41, 48-49
	103-3 Evaluation of the management approach	<a href="#">Talent Management</a> ; <a href="#">Compliance and Ethics</a>	39-41, 48-49
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	<a href="#">Data Table</a>	72
	404-2 Programs for upgrading employee skills and transition assistance programs	<a href="#">Talent Management</a>	39-41

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Diversity and Equal Opportunity			
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its boundary	<a href="#">Diversity and Inclusion</a>	41-42
	103-2 The management approach and its components	<a href="#">Diversity and Inclusion</a>	41-42
	103-3 Evaluation of the management approach	<a href="#">Diversity and Inclusion</a>	41-42
GRI 405: Diversity and Equal Opportunity	405-1 Diversity of governance bodies and employees	<a href="#">Data Table</a>	72-75
Child Labor			
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its boundary	<a href="#">Supply Chain Management</a> ; <a href="#">Human Rights</a>	20-21
	103-2 The management approach and its components	<a href="#">Supply Chain Management</a> ; <a href="#">Human Rights</a>	20-21
	103-3 Evaluation of the management approach	<a href="#">Supply Chain Management</a> ; <a href="#">Human Rights</a>	20-21
GRI 408: Child Labor 2016	408-1 Operations and suppliers at significant risk for incidents of child labor	<a href="#">Human Rights</a>	21
Forced or Compulsory Labor			
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its boundary	<a href="#">Supply Chain Management</a> ; <a href="#">Human Rights</a>	20-21
	103-2 The management approach and its components	<a href="#">Supply Chain Management</a> ; <a href="#">Human Rights</a>	20-21
	103-3 Evaluation of the management approach	<a href="#">Supply Chain Management</a> ; <a href="#">Human Rights</a>	20-21
GRI 409: Forced or Compulsory Labor 2016	409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labor	<a href="#">Human Rights</a>	21
Human Rights Assessment			
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its boundary	<a href="#">Supply Chain Management</a> ; <a href="#">Human Rights</a>	20-21
	103-2 The management approach and its components	<a href="#">Supply Chain Management</a> ; <a href="#">Human Rights</a>	20-21
	103-3 Evaluation of the management approach	<a href="#">Supply Chain Management</a> ; <a href="#">Human Rights</a>	20-21
GRI 412: Human Rights Assessment 2016	412-2 Employee training on human rights policies or procedures	<a href="#">Data Table</a> ; In 2020, 348 associates (0.6% of the global associate population) were trained in human rights policies/procedures.	63
	412-3 Significant investment agreements and contracts that include human rights clauses or that underwent human rights screening	<a href="#">Data Table</a> ; There were no significant investment agreements in 2020	63

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Local Communities			
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its boundary	<a href="#">Community Engagement</a>	46-48
	103-2 The management approach and its components	<a href="#">Community Engagement</a>	46-48
	103-3 Evaluation of the management approach	<a href="#">Community Engagement</a>	46-48
GRI 413: Local Communities 2016	413-1 Operations with local community engagement, impact assessments, and development programs	<a href="#">Community Engagement</a> ; <a href="#">Data Table</a> ; In 2020, 56% of operations had implemented local community engagement efforts	46-48, 78
Supplier Social Assessment			
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its boundary	<a href="#">Supply Chain Management</a> ; <a href="#">Human Rights</a>	20-21
	103-2 The management approach and its components	<a href="#">Supply Chain Management</a> ; <a href="#">Human Rights</a>	20-21
	103-3 Evaluation of the management approach	<a href="#">Supply Chain Management</a> ; <a href="#">Human Rights</a>	20-21
GRI 414: Supplier Social Assessment 2016	414-1 New suppliers that were screened using social criteria	<a href="#">Data Table</a> ; As of the end of 2020, 78% of all raw materials suppliers had been screened using social criteria	63
	414-2 Negative social impacts in the supply chain and actions taken	<a href="#">Data Table</a>	63
Customer Health and Safety			
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its boundary	<a href="#">Product Quality</a>	29
	103-2 The management approach and its components	<a href="#">Product Quality</a>	29
	103-3 Evaluation of the management approach	<a href="#">Product Quality</a>	29
GRI 416: Customer Health and Safety 2016	416-1 Assessment of the health and safety impacts of product and service categories	<a href="#">Data Table</a> ; 100% of product categories are assessed for health and safety impacts	68
	416-2 Incidents of non-compliance concerning product health and safety	<a href="#">Data Table</a> ; In 2020 there weren't any incidents of non-compliance concerning product health and safety	68
Non-GRI Key Performance Indicators: Product Quality	Warranty cost per net sales	<a href="#">Customer Satisfaction Performance</a> ; <a href="#">Data Table</a> ; In 2020 Goodyear's warranty cost per net sales was 0.22%	29, 67
	Percent of plants with quality certification (ISO 9001, IATF 16949, etc.)	<a href="#">Data Table</a> ; 100% of Goodyear plants have quality certification	67

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Marketing and Labeling			
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its boundary	<a href="#">Product Quality; Compliance &amp; Ethics</a>	29, 48-49
	103-2 The management approach and its components	<a href="#">Product Quality; Compliance &amp; Ethics</a>	29, 48-49
	103-3 Evaluation of the management approach	<a href="#">Product Quality; Compliance &amp; Ethics</a>	29, 48-49
GRI 417: Marketing & Labeling	417-1 Requirements for product and service information and labeling	<a href="#">Data Table</a> ; 100% of significant product categories are covered by and assessed for compliance with procedures for product information labeling	68
	417-2 Incidents of non-compliance concerning product information and labeling	<a href="#">Data Table</a> ; In 2020 there weren't any incidents of non-compliance concerning product information and labeling	68
	417-3 Incidents of non-compliance concerning marketing communications	<a href="#">Data Table</a> ; In 2020 there weren't any incidents of non-compliance concerning marketing communications	68

# DATA TABLE

General Disclosures					
		Company	2020	2019	2018
102-7	Financial performance	Annual revenue (net sales)(million USD)	\$12,321	\$14,745	\$15,475
		Net income [loss](million USD)	\$(1,254)	\$(311)	\$693
		Total assets (million USD)	\$16,506	\$17,185	\$16,872
		Total liabilities (million USD)	\$13,247	\$12,640	\$11,802
		Total shareholders' equity (million USD)	\$3,259	\$4,545	\$5,070
	Tire units sold (million)	Total	126.0	155.3	159.2
		Americas	56.7	70.4	70.9
		Europe, Middle East, Africa	44.5	55.1	57.8
		Asia-Pacific	24.8	29.8	30.5
	Number of manufacturing facilities (tire, development, chemical, molds, retread, mix)	Total	46	47	47
		Americas	23	24	24
		Europe, Middle East, Africa	15	15	15
		Asia-Pacific	8	8	8
	Number of non-manufacturing facilities globally	Major offices (headquarters, development, innovation, purchasing)	9	9	9
		Retail	1,000	1,000	1,000
		Distribution	220	190	180
		Tire retreading	50	50	50
		Proving grounds	7	7	7
		Airship operations	3	3	3
Non-GRI	Area of manufacturing facilities (tire, development, chemical, molds, retread, mix)(thousand sq. ft.)	Total	49,381	49,371	50,439
		Americas	24,291	24,281	25,072
		Europe, Middle East, Africa	17,528	17,528	17,938
		Asia-Pacific	7,562	7,562	7,429

2020 CORPORATE RESPONSIBILITY REPORT

		Company	2020	2019	2018
Non-GRI	Total weight of products produced (metric tonnes) Includes Tire, Chemical, Retread, Bladder, Mold, Semifinished Products Exported and Other Production	Total	2,387,833	3,002,599	3,101,863
		Americas	1,279,666	1,618,969	1,672,496
		Europe, Middle East, Africa	801,552	1,017,005	1,035,383
		Asia-Pacific	306,615	366,625	393,984
Sustainable Sourcing					
		Sustainable Sourcing/Supply Chain Management	2020	2019	2018
204-1	Local suppliers	% procurement spend on raw materials from local suppliers used for significant locations of operation  Tire raw materials only. We define significant locations of operation as our tire manufacturing operations, excluding retread related operations for certain regions and locations. We define local as sourced from the same country as the Goodyear manufacturing location being supplied. For purposes of this definition, due to geographic proximity, for selected materials in the European Union we have treated the European Union as a single country.	42%	45%	41%
308-1	Supplier environmental assessment	% new suppliers that were screened using environmental criteria  Tire raw materials only.	78%	80%	38%
308-2		Number of suppliers assessed for environmental impacts  Tire raw materials only. Number of new suppliers assessed or repeat assessments conducted during the year.	171	246	N/A <sup>1</sup>
		Number of suppliers identified as having significant actual and potential negative environmental impacts  Tire raw materials only. We determine and define significant impact as failing to meet then current acceptability limits based on response to our assessments (and where applicable audits, to the extent resulting in supplier action such as suspension or discontinuance), which focus on process.	54	N/A <sup>2</sup>	N/A <sup>2</sup>
		Percentage of suppliers identified as having significant actual and potential negative environmental impacts with which improvements were agreed upon as a result of assessment  Tire raw materials only. We determine and define significant impact as failing to meet then current acceptability limits based on response to our assessments (and where applicable audits, to the extent resulting in supplier action such as suspension or discontinuance), which focus on process.	98%	N/A <sup>2</sup>	N/A <sup>2</sup>
		Percentage of suppliers identified as having significant actual and potential negative environmental impacts with which relationships were terminated as a result of assessment  Tire raw materials only. We determine and define significant impact as failing to meet then current acceptability limits based on response to our assessments (and where applicable audits, to the extent resulting in supplier action such as suspension or discontinuance), which focus on process.	0%	N/A <sup>2</sup>	N/A <sup>2</sup>

<sup>1</sup> New baseline established in 2019.

<sup>2</sup> New baseline established in 2020. Will continue reporting in future years.

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		<b>Sustainable Sourcing/Supply Chain Management</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
412-2	Human rights assessment	Number of hours devoted to training on human rights policies/procedures 2020 training completed in February of 2021.	348	345	346
		Number of associates trained in human rights policies/procedures 2020 training completed in February of 2021.	348	345	346
		% of associates trained in human rights policies/procedures 2020 training completed in February of 2021.	0.6% <sup>3</sup>	0.6% <sup>3</sup>	N/A <sup>1</sup>
412-3		Number of significant investment agreements that include human rights clauses We define and assess significant investment agreements in line with the reporting recommendations of GRI 412-3.	N/A <sup>4</sup>	N/A <sup>5</sup>	N/A <sup>1</sup>
		% of significant investment agreements that include human rights clauses We define and assess significant investment agreements in line with the reporting recommendations of GRI 412-3.	N/A <sup>4</sup>	N/A <sup>5</sup>	N/A <sup>1</sup>
414-1	Supplier social assessment	% new suppliers that were screened using social criteria Tire raw materials only.	78%	80%	38%
414-2		Number of suppliers assessed for social impacts Tire raw materials only.	171	N/A <sup>2</sup>	N/A <sup>2</sup>
		Number of suppliers identified as having significant actual and potential negative social impacts Tire raw materials only. We determine and define significant impact as failing to meet then current acceptability limits based on response to our assessments (and where applicable audits, to the extent resulting in supplier action such as suspension or discontinuance), which focus on process.	49	N/A <sup>2</sup>	N/A <sup>2</sup>
		Percentage of suppliers identified as having significant actual and potential negative social impacts with which improvements were agreed upon as a result of assessment Tire raw materials only. We determine and define significant impact as failing to meet then current acceptability limits based on response to our assessments (and where applicable audits, to the extent resulting in supplier action such as suspension or discontinuance), which focus on process.	98%	N/A <sup>2</sup>	N/A <sup>2</sup>
		Percentage of suppliers identified as having significant actual and potential negative social impacts with which relationships were terminated as a result of assessment Tire raw materials only. We determine and define significant impact as failing to meet then current acceptability limits based on response to our assessments (and where applicable audits, to the extent resulting in supplier action such as suspension or discontinuance), which focus on process.	2%	N/A <sup>2</sup>	N/A <sup>2</sup>

<sup>1</sup> New baseline established in 2019.

<sup>2</sup> New baseline established in 2020. Will continue reporting in future years.

<sup>3</sup> Based on total Goodyear associate count. Only procurement associates trained.

<sup>4</sup> There were no significant investment agreements in 2020

<sup>5</sup> There were no significant investment agreements in 2019

2020 CORPORATE RESPONSIBILITY REPORT

		<b>Sustainable Sourcing/Supply Chain Management</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
Non-GRI	Supplier ESG Improvement	Percentage of current suppliers with corrective action plans that have improved their ESG performance within 12 months of the plan's launch	57%	N/A <sup>2</sup>	N/A <sup>2</sup>
	Supplier Audits	Number of suppliers audited Tire raw materials only.	66	N/A <sup>2</sup>	N/A <sup>2</sup>
		Number of supplier facilities audited Tire raw materials only.	68	N/A <sup>2</sup>	N/A <sup>2</sup>
		Percentage of suppliers audited in compliance with code of conduct (or audit standard) Remedial action taken.	98%	N/A <sup>2</sup>	N/A <sup>2</sup>
		<b>Sustainable Raw Materials</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
301-1	Renewable materials	Weight (thousands of tons) of renewable materials used in products Includes materials derived from materials of biological origin such as natural rubber, plant based oils, rice husk ash silica, fatty acids, etc.	496	593	589
		% of renewable materials used in products Includes materials derived from materials of biological origin such as natural rubber, plant based oils, rice husk ash silica, fatty acids, etc.	23%	22%	21%
	Non-renewable materials	Weight (thousands of tons) of non-renewable materials used in products	1,644	2,118	2,175
		% of non-renewable materials used in products	77%	78%	79%
301-2	Recycled input materials used	Percentage of recycled input materials used to manufacture the organization's primary products and services	0.18%	N/A <sup>2</sup>	N/A <sup>2</sup>

**Responsible Operations**

		<b>Health and Safety</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
403-4 (2018)	Worker participation	% of manufacturing associate representation in formal joint management-worker health and safety committees	100%	100%	100%
403-8 (2018)	EHS management system	Number of employees and contractors who are covered by EHS Management System Count includes both employees and supervised contractors. Independent contractors are not included in this count but are covered by the EHS Management System.	59,741	60,699	N/A <sup>1</sup>
		% of employees and contractors who are covered by EHS Management System	100%	100%	N/A <sup>1</sup>
		Number of employees and contractors who are covered by an audited EHS Management System Count includes both employees and supervised contractors. Independent contractors are not included in this count but are covered by the EHS Management System.	59,741	60,699	N/A <sup>1</sup>
		% of employees and contractors who are covered by an audited EHS Management System	100%	100%	N/A <sup>1</sup>
		Number of employees and contractors who are covered by EHS Management System that has been audited or certified by an external party Sites with ISO 14001 and/or OSHAS 18001 certifications	37,260	30,957	N/A <sup>1</sup>
		% of employees and contractors who are covered by EHS Management System that has been audited or certified by an external party Sites with ISO 14001 and/or OSHAS 18001 certifications	62%	51%	N/A <sup>1</sup>

<sup>1</sup> New baseline established in 2019.

<sup>2</sup> New baseline established in 2020. Will continue reporting in future years.





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		Health and Safety	2020	2019	2018
403-9(2018)	Work-related injuries	Number of hours worked (millions of hours)	96.0	111.8	112.9
		Number of incidents	2,336	2,970	3,184
		Total incident rate (medical treatment above first aid and restricted/ lost-time injuries) Rate based on 200,000 hours worked.	1.80 <sup>6</sup>	1.86	1.96
		First aid rate Rate based on 200,000 hours worked.	3.07	3.45	3.68
		DART rate Rate based on 200,000 hours worked.	1.40	1.42	1.44
		Number of serious injuries Includes Goodyear associates, supervised and independent contractors.	17	10	20
		Serious injury rate Rate based on 200,000 hours worked. Includes Goodyear associates, supervised and independent contractors.	0.03	0.02	0.04
403-10	Employees	Number of fatalities as a result of work-related ill health	0	N/A <sup>2</sup>	N/A <sup>2</sup>
		Number of cases of recordable work-related ill health (including fatalities) Ill Health recordables are primarily composed of sprain/strain/overexertion, and soreness/range of motion restricted cases.	329 <sup>6</sup>	N/A <sup>2</sup>	N/A <sup>2</sup>
	Contractors	Number of fatalities as a result of work-related ill health	0	N/A <sup>2</sup>	N/A <sup>2</sup>
		Number of cases of recordable work-related ill health (including fatalities) Repetitive motion and slip/falls are the primary work-related hazards encountered by contractors.	3	N/A <sup>2</sup>	N/A <sup>2</sup>
Non-GRI	Safety training	Total hours of safety training completed Data does not reflect the full volume of training conducted. A process for capturing all safety training hours is under development.	39,237	N/A <sup>2</sup>	N/A <sup>2</sup>
		Average hours of safety training per employee Data does not reflect the full volume of training conducted. A process for capturing all safety training hours is under development.	0.7	N/A <sup>2</sup>	N/A <sup>2</sup>

<sup>2</sup> New baseline established in 2020. Will continue reporting in future years.

<sup>6</sup> Does not include COVID-19 cases.

2020 CORPORATE RESPONSIBILITY REPORT

		Energy	2020	2019	2018
302-1	Energy consumption	Total fuel consumption within the organization from non-renewable sources (gigajoules)	18,620,000	20,987,000	21,128,000
		Total fuel consumption within the organization from renewable sources (gigajoules)	276,000	318,000	266,000
		Heating consumption (gigajoules)	2,535,000	3,367,000	3,603,000
		Cooling consumption (gigajoules)	N/A <sup>7</sup>	N/A <sup>7</sup>	N/A <sup>7</sup>
		Electricity sold (gigajoules)	N/A <sup>8</sup>	N/A <sup>8</sup>	N/A <sup>8</sup>
		Heating sold (gigajoules)	N/A <sup>8</sup>	N/A <sup>8</sup>	N/A <sup>8</sup>
		Cooling sold (gigajoules)	N/A <sup>8</sup>	N/A <sup>8</sup>	N/A <sup>8</sup>
		Steam sold (gigajoules)	N/A <sup>8</sup>	N/A <sup>8</sup>	N/A <sup>8</sup>
		Total energy consumption within the organization (gigajoules)	43,916,000	50,800,000	51,956,000
		Total energy consumption (MWh)	7,971,000	9,219,000	9,390,000
		Fuel use - natural gas (MWh)	5,019,000	5,589,000	5,556,000
		Fuel use - other (MWh)	153,000	240,000	312,000
		Electricity consumption (MWh)	2,095,000	2,455,000	2,521,000
		Steam consumption (MWh)	704,000	935,000	1,001,000
302-3	Energy intensity	Global energy intensity (BTU/lb)	6,392	6,488	6,551
302-4	Reduction of energy consumption	Amount of reductions in energy consumption achieved as a direct result of conservation and efficiency initiatives (gigajoules) Reductions in energy are calculated from the 2010 baseline. This figure accounts for energy reduction initiatives and changes in production.	13,473,259	6,589,472	5,433,444
		Emissions	2020	2019	2018
305-1	Direct GHG emissions	Total direct emissions (tonnes CO <sub>2</sub> e)	1,031,000	1,156,000	1,192,000
		Direct CO <sub>2</sub> emissions (tonnes)	1,029,000	1,154,000	1,189,000
		Direct CH <sub>4</sub> emissions (kg)	47,000	53,000	55,000
		Direct N <sub>2</sub> O emissions (kg)	2,500	3,000	3,000
		Biogenic CO <sub>2</sub> emissions (tonnes CO <sub>2</sub> e)	0	0	0
305-2	Indirect GHG emissions	Total indirect emissions (tonnes CO <sub>2</sub> e)	1,213,000	1,461,000	1,551,000
		Gross market-based energy indirect (Scope 2) GHG emissions (tonnes CO <sub>2</sub> e)	N/A <sup>9</sup>	N/A <sup>9</sup>	N/A <sup>9</sup>

<sup>7</sup> Data not currently tracked.

<sup>8</sup> Not consolidated at a global level.

<sup>9</sup> Not Applicable- Goodyear reports location-based GHG emissions

2020 CORPORATE RESPONSIBILITY REPORT

		<b>Emissions</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
305-1, 305-2	Total GHG emissions	Total CO <sub>2</sub> emissions (tonnes)	2,244,000	2,617,000	2,742,000 <sup>10</sup>
		Global GHG emissions (scope 1 and scope 2)(million tonnes CO <sub>2</sub> e)	2.244	2.617	2.742
305-4	GHG emissions intensity	Global GHG emissions intensity (scope 1 and scope 2) (tonnes CO <sub>2</sub> e/ton) Includes CO <sub>2</sub> , CH <sub>4</sub> , and N <sub>2</sub> O	0.721	0.740	0.759
305-5	Reduction of GHG emissions	GHG emissions reduced as a direct result of reduction initiatives (tonnes CO <sub>2</sub> e) Reductions in CO <sub>2</sub> are calculated from the 2010 baseline. This figure accounts for energy reduction initiatives, fuel changes, renewable energy generation and purchases and changes in production.	870,000	496,000	384,000
Non-GRI	CDP Climate	CDP Climate Change score	B-	B	C
		<b>Water</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
303-3 (2018)	Water withdrawal	Total withdrawals (m <sup>3</sup> )	19,672,000	36,708,000	35,334,000
		Total fresh surface water and well water withdrawals (m <sup>3</sup> )	14,523,000	29,957,000	28,224,000
		Total municipal water intake (m <sup>3</sup> )	5,149,000	6,751,000	7,110,000
303-5 (2018)	Water consumption	Global water usage (gal/ton)	1,430	2,732	2,613
Non-GRI	CDP Water	CDP Water score	B	B-	B-
		<b>Waste and Solvents</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
Non-GRI	Solvents	% reduction in use of solvents	40%	40%	37%
		<b>Compliance/Conformance</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
307-1	Environmental compliance violations	Total monetary value of significant fines	\$0	\$0	\$74,500
		Total number of non-monetary sanctions	0	0	0
		Cases brought through dispute resolution mechanisms	0	0	0
Non-GRI		Number of environmental compliance violations (notices of violation and reportable releases)	8	8	9 <sup>11</sup>
	ISO 14001	% of tire and chemical manufacturing facilities with ISO 14001 certification	100% <sup>12</sup>	84%	96%
		<b>Product Quality</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
Non-GRI	Warranty	% warranty cost per net sales	0.22%	0.22%	0.22%
	Quality certification	% of plants with quality certification (ISO 9001, IATF 16949, etc.)	100%	100%	100%

<sup>10</sup> Due to retroactively rounding numbers from Goodyear's 2018 Corporate Responsibility Report, this total does not reflect the rounded sum of Total Direct Emissions and Total Indirect Emissions as stated above.

<sup>11</sup> This number was misstated in Goodyear's 2018 Corporate Responsibility Report. This is the correct number for 2018.

<sup>12</sup> There are 46 sites globally with ISO 14001 certification or pending receiving it.

2020 CORPORATE RESPONSIBILITY REPORT

		Business Continuity	2020	2019	2018
Non-GRI	Business continuity	Number of business continuity incidents	70	130	153
		Number of Goodyear facilities located in coastal or flood zones	15	N/A <sup>2</sup>	N/A <sup>2</sup>
Advanced Mobility					
		Advancing Tire Performance	2020	2019	2018
302-5	Reductions in energy requirements of products and services	% reduction in rolling resistance - global consumer tire portfolio (2005 baseline)	31%	29%	28%
		% reduction in weight - global consumer tire portfolio (2005 baseline)	8.2%	7.7% <sup>13</sup>	6.0%
416-1	Product health and safety	% of product categories for which health and safety impacts are assessed	100%	100%	100%
416-2	Incidents of non-compliance concerning product health and safety	Total number of incidents	0	0	N/A <sup>1</sup>
		Incidents of non-compliance with regulations resulting in a fine or penalty	0	0	N/A <sup>1</sup>
		Incidents of non-compliance with regulations resulting in a warning	0	0	N/A <sup>1</sup>
		Incidents of non-compliance with voluntary codes	0	0	N/A <sup>1</sup>
417-1	Requirements for product and service information and labeling	Percentage of significant product or service categories are covered by and assessed for compliance with procedures for product and service information labeling  Goodyear's procedures for communicating product information do not require disclosing the sourcing of product components, material content of products, or disposal of products. The warranty literature provided, or made available to consumers, includes sections on tire care and proper tire maintenance and applicable safety warnings for consumers to follow for the safe use of our products and to prevent or reduce the likelihood of property damage, serious injury or death.	100%	N/A <sup>2</sup>	N/A <sup>2</sup>
417-2	Incidents of non-compliance concerning product information and labeling	Total number of incidents	0	1	N/A <sup>1</sup>
		Incidents of non-compliance with regulations resulting in a fine or penalty	0	1	N/A <sup>1</sup>
		Incidents of non-compliance with regulations resulting in a warning	0	0	N/A <sup>1</sup>
		Incidents of non-compliance with voluntary codes	0	0	N/A <sup>1</sup>
417-3	Incidents of non-compliance concerning marketing communications	Total number of incidents	0	2	N/A <sup>1</sup>
		Incidents of non-compliance with regulations resulting in a fine or penalty	0	2	N/A <sup>1</sup>
		Incidents of non-compliance with regulations resulting in a warning	0	0	N/A <sup>1</sup>
		Incidents of non-compliance with voluntary codes	0	0	N/A <sup>1</sup>

<sup>1</sup> New baseline established in 2019.

<sup>2</sup> New baseline established in 2020. Will continue reporting in future years.

<sup>13</sup> This number was misstated in Goodyear's 2020 Proxy Statement. This is the correct number for 2019.

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Inspiring Culture					
		Associates	2020	2019	2018
102-7	Number of associates	Global Total	59,741	60,699	N/A <sup>1</sup>
102-8	Male	Total associates	52,122	53,083	N/A <sup>1</sup>
		Permanent associates	51,530	52,438	N/A <sup>1</sup>
		Temporary associates	592	645	N/A <sup>1</sup>
		Full-time associates	51,765	52,626	N/A <sup>1</sup>
		Part-time associates	357	457	N/A <sup>1</sup>
	Female	Total associates	7,562	7,525	N/A <sup>1</sup>
		Permanent associates	7,374	7,297	N/A <sup>1</sup>
		Temporary associates	188	228	N/A <sup>1</sup>
		Full-time associates	7,321	7,268	N/A <sup>1</sup>
		Part-time associates	241	257	N/A <sup>1</sup>
	Gender not specified	Total associates	57	91	N/A <sup>1</sup>
		Permanent associates	57	91	N/A <sup>1</sup>
		Temporary associates	0	0	N/A <sup>1</sup>
		Full-time associates	55	89	N/A <sup>1</sup>
		Part-time associates	2	2	N/A <sup>1</sup>
Americas	Total associates	28,995	29,399	N/A <sup>1</sup>	
	Permanent associates	28,663	29,055	N/A <sup>1</sup>	
	Temporary associates	332	344	N/A <sup>1</sup>	
Europe, Middle East, Africa	Total associates	22,114	22,603	N/A <sup>1</sup>	
	Permanent associates	21,754	22,141	N/A <sup>1</sup>	
	Temporary associates	360	462	N/A <sup>1</sup>	
Asia-Pacific	Total associates	8,632	8,697	N/A <sup>1</sup>	
	Permanent associates	8,544	8,630	N/A <sup>1</sup>	
	Temporary associates	88	67	N/A <sup>1</sup>	
102-41	Collective bargaining	% of associates covered by collective bargaining agreements	60%	59%	59%

<sup>1</sup> New baseline established in 2019.

2020 CORPORATE RESPONSIBILITY REPORT

		New Employee Hires	2020	2019	2018
401-1	Americas	Number of new hires- Male	5,355	N/A <sup>2</sup>	N/A <sup>2</sup>
		Number of new hires- Female	687	N/A <sup>2</sup>	N/A <sup>2</sup>
		Number of new hires- Gender not specified	15	N/A <sup>2</sup>	N/A <sup>2</sup>
		Number of new hires- < 30 years old	3,337	N/A <sup>2</sup>	N/A <sup>2</sup>
		Number of new hires- 30 - 50 years old	2,255	N/A <sup>2</sup>	N/A <sup>2</sup>
		Number of new hires- > 50 years old	465	N/A <sup>2</sup>	N/A <sup>2</sup>
	Europe, Middle East, Africa	Number of new hires- Male	1,810	N/A <sup>2</sup>	N/A <sup>2</sup>
		Number of new hires- Female	362	N/A <sup>2</sup>	N/A <sup>2</sup>
		Number of new hires- < 30 years old	1,316	N/A <sup>2</sup>	N/A <sup>2</sup>
		Number of new hires- 30 - 50 years old	810	N/A <sup>2</sup>	N/A <sup>2</sup>
		Number of new hires- > 50 years old	46	N/A <sup>2</sup>	N/A <sup>2</sup>
	Asia-Pacific	Number of new hires- Male	734	N/A <sup>2</sup>	N/A <sup>2</sup>
		Number of new hires- Female	206	N/A <sup>2</sup>	N/A <sup>2</sup>
		Number of new hires- < 30 years old	503	N/A <sup>2</sup>	N/A <sup>2</sup>
		Number of new hires- 30 - 50 years old	403	N/A <sup>2</sup>	N/A <sup>2</sup>
		Number of new hires- > 50 years old	34	N/A <sup>2</sup>	N/A <sup>2</sup>
	Americas	New hire rate- Male	21%	N/A <sup>2</sup>	N/A <sup>2</sup>
		New hire rate- Female	19%	N/A <sup>2</sup>	N/A <sup>2</sup>
		New hire rate- < 30 years old	52%	N/A <sup>2</sup>	N/A <sup>2</sup>
		New hire rate- 30 - 50 years old	16%	N/A <sup>2</sup>	N/A <sup>2</sup>
		New hire rate- > 50 years old	5%	N/A <sup>2</sup>	N/A <sup>2</sup>
Europe, Middle East, Africa	New hire rate- Male	9%	N/A <sup>2</sup>	N/A <sup>2</sup>	
	New hire rate- Female	13%	N/A <sup>2</sup>	N/A <sup>2</sup>	
	New hire rate- < 30 years old	36%	N/A <sup>2</sup>	N/A <sup>2</sup>	
	New hire rate- 30 - 50 years old	6%	N/A <sup>2</sup>	N/A <sup>2</sup>	
	New hire rate- > 50 years old	1%	N/A <sup>2</sup>	N/A <sup>2</sup>	

<sup>2</sup> New baseline established in 2020. Will continue reporting in future years.

2020 CORPORATE RESPONSIBILITY REPORT

		<b>New Employee Hires</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
401-1	Asia-Pacific	New hire rate- Male	10%	N/A <sup>2</sup>	N/A <sup>2</sup>
		New hire rate- Female	16%	N/A <sup>2</sup>	N/A <sup>2</sup>
		New hire rate- < 30 years old	33%	N/A <sup>2</sup>	N/A <sup>2</sup>
		New hire rate- 30 - 50 years old	6%	N/A <sup>2</sup>	N/A <sup>2</sup>
		New hire rate- > 50 years old	4%	N/A <sup>2</sup>	N/A <sup>2</sup>
		<b>Employee Turnover</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
401-1	Americas	Turnover number- Male	5,869	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover number- Female	700	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover number- Gender not specified	9	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover number- < 30 years old	2,561	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover number- 30 - 50 years old	2,455	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover number- > 50 years old	1,562	N/A <sup>2</sup>	N/A <sup>2</sup>
	Europe, Middle East, Africa	Turnover number- Male	2,304	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover number- Female	348	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover number- < 30 years old	960	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover number- 30 - 50 years old	912	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover number- > 50 years old	780	N/A <sup>2</sup>	N/A <sup>2</sup>
	Asia-Pacific	Turnover number- Male	834	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover number- Female	202	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover number- < 30 years old	337	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover number- 30 - 50 years old	548	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover number- > 50 years old	151	N/A <sup>2</sup>	N/A <sup>2</sup>
	Americas	Turnover rate- Male	23%	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover rate- Female	20%	N/A <sup>2</sup>	N/A <sup>2</sup>
Turnover rate- < 30 years old		40%	N/A <sup>2</sup>	N/A <sup>2</sup>	
Turnover rate- 30 - 50 years old		17%	N/A <sup>2</sup>	N/A <sup>2</sup>	
Turnover rate- > 50 years old		18%	N/A <sup>2</sup>	N/A <sup>2</sup>	

<sup>2</sup> New baseline established in 2020. Will continue reporting in future years.

2020 CORPORATE RESPONSIBILITY REPORT

		<b>Employee Turnover</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
401-1	Europe, Middle East, Africa	Turnover rate- Male	12%	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover rate- Female	13%	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover rate- < 30 years old	27%	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover rate- 30 - 50 years old	7%	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover rate- > 50 years old	14%	N/A <sup>2</sup>	N/A <sup>2</sup>
	Asia-Pacific	Turnover rate- Male	11%	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover rate- Female	16%	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover rate- < 30 years old	22%	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover rate- 30 - 50 years old	9%	N/A <sup>2</sup>	N/A <sup>2</sup>
		Turnover rate- > 50 years old	16%	N/A <sup>2</sup>	N/A <sup>2</sup>
		<b>Talent Development</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
404-1	Average hours of training per associate	Male	12.70	11.70	N/A <sup>1</sup>
		Female	14.79	13.75	N/A <sup>1</sup>
		Salaried	14.62	12.81	N/A <sup>1</sup>
		Hourly	12.37	11.62	N/A <sup>1</sup>
		Management	14.65	15.05	N/A <sup>1</sup>
		Individual contributors	12.86	11.69	N/A <sup>1</sup>
Non-GRI	Training	Number of associates trained in Better-Up Coaching Program	1,444	N/A <sup>2</sup>	N/A <sup>2</sup>
		Number of Virtual Courses completed through Global Content Providers	18,243	N/A <sup>2</sup>	N/A <sup>2</sup>
		Number of associates who completed the formal two-week Plant Optimization Academy	215 <sup>14</sup>	148	236
		Number of Plant Optimization Academy e-learning courses completed	20,421	13,484	10,783
405-1	Number of governance body members	Male	9	9	N/A <sup>1</sup>
		Female	3	3	N/A <sup>1</sup>
		< 30 years old	0	0	N/A <sup>1</sup>
		30 - 50 years old	0	0	N/A <sup>1</sup>
		> 50 years old	12	12	N/A <sup>1</sup>

<sup>1</sup> New baseline established in 2019.

<sup>2</sup> New baseline established in 2020. Will continue reporting in future years.

<sup>14</sup> Virtual academies offered, which allowed for a larger population.



2020 CORPORATE RESPONSIBILITY REPORT

		Diversity and Inclusion	2020	2019	2018
405-1	% of governance bodies	Male	75%	75%	N/A <sup>1</sup>
		Female	25%	25%	N/A <sup>1</sup>
		< 30 years old	0%	0%	N/A <sup>1</sup>
		30 - 50 years old	0%	0%	N/A <sup>1</sup>
		> 50 years old	100%	100%	N/A <sup>1</sup>
	Number of salaried employees	Male	12,202	12,364	N/A <sup>1</sup>
		Female	4,594	4,527	N/A <sup>1</sup>
		Gender not specified	4	34	N/A <sup>1</sup>
		< 30 years old	2,317	2,438	N/A <sup>1</sup>
		30 - 50 years old	9,807	9,744	N/A <sup>1</sup>
		> 50 years old	4,676	4,743	N/A <sup>1</sup>
	% of salaried employees	Male	73%	73%	N/A <sup>1</sup>
		Female	27%	27%	N/A <sup>1</sup>
		Gender not specified	0%	0%	N/A <sup>1</sup>
		< 30 years old	14%	14%	N/A <sup>1</sup>
		30 - 50 years old	58%	58%	N/A <sup>1</sup>
		> 50 years old	28%	28%	N/A <sup>1</sup>
	Number of hourly employees	Male	39,920	40,719	N/A <sup>1</sup>
		Female	2,968	2,998	N/A <sup>1</sup>
		Gender not specified	53	57	N/A <sup>1</sup>
		< 30 years old	9,012	9,408	N/A <sup>1</sup>
		30 - 50 years old	23,441	23,533	N/A <sup>1</sup>
		> 50 years old	10,488	10,833	N/A <sup>1</sup>

<sup>1</sup> New baseline established in 2019.

2020 CORPORATE RESPONSIBILITY REPORT

		Diversity and Inclusion	2020	2019	2018
405-1	% of hourly employees	Male	93%	93%	N/A <sup>1</sup>
		Female	7%	7%	N/A <sup>1</sup>
		Gender not specified	0%	0%	N/A <sup>1</sup>
		< 30 years old	21%	21%	N/A <sup>1</sup>
		30 – 50 years old	55%	54%	N/A <sup>1</sup>
		> 50 years old	24%	25%	N/A <sup>1</sup>
	Number of managers	Male	3,863	3,875	N/A <sup>1</sup>
		Female	871	833	N/A <sup>1</sup>
		Gender not specified	0	4	N/A <sup>1</sup>
		< 30 years old	123	141	N/A <sup>1</sup>
		30 – 50 years old	3,060	3,038	N/A <sup>1</sup>
		> 50 years old	1,551	1,533	N/A <sup>1</sup>
	% of management	Male	82%	82%	N/A <sup>1</sup>
		Female	18%	18%	N/A <sup>1</sup>
		Gender not specified	0%	0%	N/A <sup>1</sup>
		< 30 years old	3%	3%	N/A <sup>1</sup>
		30 – 50 years old	65%	64%	N/A <sup>1</sup>
		> 50 years old	33%	33%	N/A <sup>1</sup>
	Number of individual contributors	Male	48,259	49,208	N/A <sup>1</sup>
		Female	6,691	6,692	N/A <sup>1</sup>
		Gender not specified	57	87	N/A <sup>1</sup>
		< 30 years old	11,206	11,705	N/A <sup>1</sup>
		30 – 50 years old	30,188	30,239	N/A <sup>1</sup>
		> 50 years old	13,613	14,043	N/A <sup>1</sup>

<sup>1</sup> New baseline established in 2019.

2020 CORPORATE RESPONSIBILITY REPORT

		Diversity and Inclusion	2020	2019	2018
405-1	% of individual contributors	Male	88%	88%	N/A <sup>1</sup>
		Female	12%	12%	N/A <sup>1</sup>
		Gender not specified	0%	0%	N/A <sup>1</sup>
		< 30 years old	20%	21%	N/A <sup>1</sup>
		30 – 50 years old	55%	54%	N/A <sup>1</sup>
		> 50 years old	25%	25%	N/A <sup>1</sup>
Non-GRI	% of U.S. workforce self-identified as:	Black or African American	19%	N/A <sup>2</sup>	N/A <sup>2</sup>
		Latino or Hispanic	11%	N/A <sup>2</sup>	N/A <sup>2</sup>
		American Indian or Alaska Native	2%	N/A <sup>2</sup>	N/A <sup>2</sup>
		Asian	3%	N/A <sup>2</sup>	N/A <sup>2</sup>
		Native Hawaiian or Other Pacific Islander	0%	N/A <sup>2</sup>	N/A <sup>2</sup>
		White	61%	N/A <sup>2</sup>	N/A <sup>2</sup>
		Two or More Races	2%	N/A <sup>2</sup>	N/A <sup>2</sup>
		Not Specified	1%	N/A <sup>2</sup>	N/A <sup>2</sup>
	Employee Resource Groups	Number of ERG members globally	3,065	2,268	N/A <sup>1</sup>
		Number of ERG chapters globally	32	24	N/A <sup>1</sup>
	Recruiting and hiring	% of recruiters who are AIRS Diversity & Inclusion Certified (Americas & Executive team)	N/A <sup>15</sup>	92%	N/A <sup>1</sup>
	Veterans at Goodyear	% of military veterans in Goodyear’s U.S. workforce	6.8%	6.7%	N/A <sup>1</sup>
			Anti-Corruption	2020	2019
205-1	Operations assessed for risks related to corruption	Total number of operations assessed for risks related to corruption	1,335	1,306	1,296
		Percentage of operations assessed for risks related to corruption	100%	100%	100%
205-2	Total number of governance body members communicated to about anti-corruption <small>“Business partners” includes active suppliers plus certain active customers (those that, based on certain criteria, are part of Goodyear’s anti-bribery due diligence process)</small>	Total	12	12	N/A <sup>1</sup>
		Americas	11	11 <sup>16</sup>	N/A <sup>1</sup>
	Europe, Middle East, Africa	N/A	N/A	N/A <sup>1</sup>	
	Asia-Pacific	1	1 <sup>16</sup>	N/A <sup>1</sup>	

<sup>1</sup> New baseline established in 2019.

<sup>2</sup> New baseline established in 2020. Will continue reporting in future years.

<sup>15</sup> Due to COVID-19, furloughs and business conditions, re-certifications were delayed until 2021.

<sup>16</sup> This number was misstated in Goodyear’s 2019 Corporate Responsibility Report. This is the correct number for 2019.

2020 CORPORATE RESPONSIBILITY REPORT

		Anti-Corruption	2020	2019	2018
205-2	% of governance body members communicated to about anti-corruption	Total	100%	100%	N/A <sup>1</sup>
		Americas	92%	92% <sup>16</sup>	N/A <sup>1</sup>
		Europe, Middle East, Africa	N/A	N/A	N/A <sup>1</sup>
		Asia-Pacific	8%	8% <sup>16</sup>	N/A <sup>1</sup>
	Total number of employees communicated to about anti-corruption	Global total	59,741	60,699	N/A <sup>1</sup>
		Americas total	28,995	29,399	N/A <sup>1</sup>
		Europe, Middle East, Africa total	22,114	22,603	N/A <sup>1</sup>
		Asia-Pacific total	8,632	8,697	N/A <sup>1</sup>
		Salaried associates	16,800	16,925	N/A <sup>1</sup>
		Hourly associates	42,941	43,774	N/A <sup>1</sup>
		Management	4,734	4,712	N/A <sup>1</sup>
		Individual contributors	55,007	55,987	N/A <sup>1</sup>
	% of employees communicated to about anti-corruption	Global total	100%	100%	N/A <sup>1</sup>
		Americas total	100%	100%	N/A <sup>1</sup>
		Europe, Middle East, Africa total	100%	100%	N/A <sup>1</sup>
		Asia-Pacific total	100%	100%	N/A <sup>1</sup>
		Salaried associates	100%	100%	N/A <sup>1</sup>
		Hourly associates	100%	100%	N/A <sup>1</sup>
		Management	100%	100%	N/A <sup>1</sup>
		Individual contributors	100%	100%	N/A <sup>1</sup>
	Total number of business partners communicated to about anti-corruption <small>"Business partners" includes active suppliers plus certain active customers (those that, based on certain criteria, are part of Goodyear's anti-bribery due diligence process)</small>	Total	31,583	35,593	N/A <sup>1</sup>
		Americas	12,098	12,954	N/A <sup>1</sup>
		Europe, Middle East, Africa	12,164	11,873	N/A <sup>1</sup>
		Asia-Pacific	7,403	10,766	N/A <sup>1</sup>
	% of business partners communicated to about anti-corruption <small>"Business partners" includes active suppliers plus certain active customers (those that, based on certain criteria, are part of Goodyear's anti-bribery due diligence process)</small>	Total	100%	100%	N/A <sup>1</sup>

<sup>1</sup> New baseline established in 2019.

<sup>16</sup> This number was misstated in Goodyear's 2019 Corporate Responsibility Report. This is the correct number for 2019.

2020 CORPORATE RESPONSIBILITY REPORT

		Anti-Corruption	2020	2019	2018
205-2	% of business partners communicated to about anti-corruption <small>"Business partners" includes active suppliers plus certain active customers (those that, based on certain criteria, are part of Goodyear's anti-bribery due diligence process)</small>	Americas	100%	100%	N/A <sup>1</sup>
		Europe, Middle East, Africa	100%	100%	N/A <sup>1</sup>
		Asia-Pacific	100%	100%	N/A <sup>1</sup>
	Total number of governance body members trained on anti-corruption	Total	12	12	N/A <sup>1</sup>
		Americas	11	11 <sup>16</sup>	N/A <sup>1</sup>
		Europe, Middle East, Africa	N/A	N/A	N/A <sup>1</sup>
		Asia-Pacific	1	1 <sup>16</sup>	N/A <sup>1</sup>
	% of governance body members trained on anti-corruption	Total	100%	100%	N/A <sup>1</sup>
		Americas	92%	92% <sup>16</sup>	N/A <sup>1</sup>
		Europe, Middle East, Africa	N/A	N/A	N/A <sup>1</sup>
		Asia-Pacific	8%	8% <sup>16</sup>	N/A <sup>1</sup>
	Total number of employees trained on anti-corruption	Global total	15,498	21,378	N/A <sup>1</sup>
		Americas total	6,299	11,394	N/A <sup>1</sup>
		Europe, Middle East, Africa total	6,238	6,790	N/A <sup>1</sup>
		Asia-Pacific total	2,961	3,194	N/A <sup>1</sup>
		Salaried associates	15,222	14,323	N/A <sup>1</sup>
		Hourly associates	276	7,055	N/A <sup>1</sup>
		Management <small>Includes salaried associates only. Management vs. individual contributor breakdown not available for hourly associates trained.</small>	4,494	4,315	N/A <sup>1</sup>
		Individual contributors <small>Includes salaried associates only. Management vs. individual contributor breakdown not available for hourly associates trained.</small>	10,278	10,008	N/A <sup>1</sup>

<sup>1</sup> New baseline established in 2019.

<sup>16</sup>This number was misstated in Goodyear's 2019 Corporate Responsibility Report. This is the correct number for 2019.

2020 CORPORATE RESPONSIBILITY REPORT

		<b>Anti-Corruption</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>
205-2	% of employees trained on anti-corruption	Global total	26%	35%	N/A <sup>1</sup>
		Americas total	22%	39%	N/A <sup>1</sup>
		Europe, Middle East, Africa total	28%	30%	N/A <sup>1</sup>
		Asia-Pacific total	34%	37%	N/A <sup>1</sup>
		Salaried associates	91%	85%	N/A <sup>1</sup>
		Hourly associates	1%	16%	N/A <sup>1</sup>
		Management Includes salaried associates only. Management vs. individual contributor breakdown not available for hourly associates trained.	95%	92%	N/A <sup>1</sup>
		Individual contributors Includes salaried associates only. Management vs. individual contributor breakdown not available for hourly associates trained.	20%	18%	N/A <sup>1</sup>
Non-GRI	Business conduct manual training	% of associates who have completed Business Conduct Manual training	99%	97%	96%
<b>Community Engagement</b>					
413-1	Local community engagement	% of operations with implemented local community engagement Does not include retail, retreading or distribution locations at this time.	56%	63%	50%
Non-GRI		Number of Goodyear locations participating in Global Week of Volunteering	N/A <sup>17</sup>	32	22
		Hours of associate volunteer service	7,250	33,000	25,000
		Total value of associate volunteer efforts	\$600,000	\$1,800,000	\$1,600,000
		Community organizations served through associate volunteer efforts	93	200	190

<sup>1</sup> New baseline established in 2019.

<sup>17</sup> No global week of volunteering in 2020 due to COVID-19 pandemic.

## 2020 CORPORATE RESPONSIBILITY REPORT

# PROGRESS TOWARD GOALS

	2020	2019	Baseline Year	Baseline Value	Goal Year	Goal Value
<b>Sustainable Sourcing Goals</b>						
% raw material spend traceability	0%	0%	2018	0%	2025	50%
% of natural rubber suppliers audited Impacted by COVID-19 travel restrictions.	91%	98%	2018	79%	Ongoing	100%
% increase in use of Rice Husk Ash Silica Impacted by COVID-19.	47%	74%	2018	0%	2020	100%
% increase in use of Soybean Oil Impacted by COVID-19.	73%	90%	2018	0%	2020	25%
% petroleum-derived oils used	98.3%	98.5%	N/A	N/A	2040	0%
<b>Responsible Operations Goals</b>						
Total Incident Rate (TIR)	1.80	1.86	2018	1.96	2023	0.95
Serious Injury (SI) Rate	0.03	0.02	2018	0.04	2023	0.00
Number of environmental compliance violations and reportable environmental releases	8	8	2018	9	2028	0
% reduction in global energy intensity	19%	18%	2010	0%	2023	25%
% reduction in global greenhouse gas (GHG) emissions intensity	20%	19%	2010	0%	2023	25%
% reduction in global water intensity	55%	15%	2010	0%	2020	33%
<b>Advanced Mobility Goals</b>						
% reduction in rolling resistance - global consumer tire portfolio	31%	29%	2005	0%	2025	40%
% reduction in weight - global consumer tire portfolio	8.2%	7.7% <sup>13</sup>	2005	0%	2025	9%
<b>Inspiring Culture Goals</b>						
% of associates globally with access to GoodLife platform	72%	72%	2018	34%	2023	100%
% of Goodyear facilities with tobacco-free campuses	11%	11%	2018	11%	2025	100%

<sup>13</sup> This number was misstated in Goodyear's 2020 Proxy Statement. This is the correct number for 2019.