







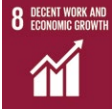





















UN Sustainable Development Goals	Megatrend*	Relevant Goodyear Pillar and Related Targets or Activities
 <p><b>3.6</b> By 2020, halve the number of global deaths and injuries from road traffic accidents.</p>	<p>Human rights, safety, well-being and equal opportunities—across the value chain—are essential to building resilience</p> <p>Industry 4.0 to allow systems transformation</p>	 <p><b>Fuel efficiency, safety, longevity and comfort:</b> Next generation smart tires connected with a vehicle’s automatic braking system can help reduce stopping distance loss <u>by 30%.</u></p> <p><b>Fleets, autonomous, connected and electric vehicles:</b> 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</p>
 <p><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.</p>	<p>Human rights, safety, wellbeing and equal opportunities—across the value chain—are essential to building resilience</p>	 <p><b>Source sustainable natural rubber:</b> Through Goodyear’s <a href="#">Natural Rubber Procurement Policy</a>, we are committed to supporting socially responsible projects in the communities that support our supply chain. In 2021, Goodyear focused on programs to support smallholders through the Global Platform for Sustainable Natural Rubber (GPSNR).</p>
 <p><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.</p>	<p>Climate and nature crises to accelerate the low-carbon energy transition</p>	 <p><b>Reduce environmental impacts:</b> 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 and track our water use and water withdrawal data at 43 of our facilities. In 2021, we reduced our water usage by 17% compared to 2020, exceeding our 2030 goal of a 10% reduction. Going forward, we are evaluating opportunities to further reduce our water consumption and will set a new long-term goal for our global operations, which will include legacy Cooper facilities.</p>
 <p><b>7.2</b> By 2030, increase substantially the share of renewable energy in the global energy mix.</p> <p><b>7.3</b> By 2030, double the global rate of improvement in energy efficiency.</p>	<p>Climate and nature crises to accelerate the low-carbon energy transition</p>	 <p><b>Reduce environmental impacts:</b> By 2040, we will transform our manufacturing operations and processes to all renewable energy to significantly reduce our carbon footprint. Goodyear’s EMEA region also committed to the procurement of 100% renewable electricity through Energy Attribute Certificates (EACs) by the end of 2022. Through our efforts, we have reduced our global energy intensity by 18% versus our 2010 baseline.</p>
 <p><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</p> <p><b>8.8</b> Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment</p>	<p>Human rights, safety, well-being and equal opportunities – across the value chain – are essential to building resilience</p> <p>Circular innovation to tackle resource scarcity</p>	 <p><b>Culture of safety and health:</b> Our vision is to be known as having the safest operations in the world. We also have 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</p>  <p><b>Drive ELT to beneficial reuse:</b> 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.</p>  <p><b>Fuel efficiency, safety, longevity and comfort:</b> 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. In 2021, we achieved a 32% reduction in rolling resistance from 2005 baseline values and are working toward another 8% reduction by 2025.</p>

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 <p><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</p>	<p>Human rights, safety, well-being and equal opportunities – across the value chain – are essential to building resilience</p>	 <p><b>Demonstrate ethical values, diverse and inclusive culture:</b> To “Act with Integrity” is a core component of the Goodyear Strategy Roadmap. Each associate is responsible for acting with honesty, integrity and respect—every day and everywhere we do business. Goodyear is committed to creating a diverse workforce, represented throughout our organization and our teams, with a goal to have a culture that fosters inclusive behavior. Goodyear has strong policies and practices relating to human rights. For example, Goodyear’s <a href="#">Human Rights policy</a> is incorporated in our <a href="#">Business Conduct Manual</a>, <a href="#">Zero Tolerance Policy</a>, <a href="#">Natural Rubber Procurement Policy</a> and the <a href="#">Supplier Code of Conduct</a>.</p>  <p><b>Robust talent development:</b> Our associates drive Goodyear’s success. They help Goodyear deliver value to our customers, shareholders, and communities. We provide integrated talent management and learning solutions aimed at inspiring our associates to reach their full personal and professional potential at Goodyear. 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 2021.</p>
 <p><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</p>	<p>Industry 4.0 to allow systems transformation Human rights, safety, well-being and equal opportunities – across the value chain – are essential to building resilience</p>	 <p><b>Fleets, autonomous, connected, and electric vehicles:</b> In 2021, <a href="#">Goodyear Ventures</a> expanded its investment portfolio of innovative startups that share a vision of convenient, accessible, sustainable, efficient and safe new mobility experiences. This included <a href="#">Gatik</a>, a leader in autonomous middle-mile logistics; <a href="#">Tactile Mobility</a>, a data and virtual sensing company; and <a href="#">AmpUp</a>, an electric vehicle software company and network provider.</p>  <p><b>Global community engagement:</b> 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.</p>
 <p><b>12.2</b> By 2030, achieve the sustainable management and efficient use of natural resources</p>	<p>Circular innovation to tackle resource scarcity</p>	 <p><b>Produce high quality products, increase sustainable material usage:</b> Our customers and consumers demand high-quality tires that will help them get where they need to go safely. 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. By 2040, we will achieve our goal of fully replacing petroleum-derived oils in our products.</p>  <p><b>Remove materials of concern:</b> 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 <a href="#">Registration, Evaluation, Authorization and Restriction of Chemicals (REACH)</a> and the U.S.’ <a href="#">Toxic Substances Control Act (TSCA)</a>.</p>  <p><b>Drive ELT to beneficial reuse:</b> See SDG 8</p>
 <p><b>13.2</b> Integrate climate change measures into national policies, strategies and planning</p>	<p>Climate and nature crises to accelerate the low-carbon energy transition</p>	 <p><b>Reduce environmental impacts:</b> In 2021, we announced our <a href="#">climate ambition</a>, which includes our goal to reach net-zero Scope 1, 2 and certain direct Scope 3 greenhouse gas emissions (GHG) by 2050, aligned with the Science-Based Targets initiative (SBTi) and its new Net-Zero Standard. We also announced our commitment to achieve near-term science-based targets by 2030, including reducing Scope 1 and 2 emissions by 46% and certain direct Scope 3 emissions by 28%, as compared to 2019.</p>

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 <p><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</p>	<p>Climate and nature crises to accelerate the low-carbon energy transition</p>	  	<p><b>Pursue raw material traceability:</b> Goodyear is exploring processes and technology to enhance supply chain traceability, tracking materials along development paths from agricultural production to storage, distribution, processing, manufacturing and more. Goodyear will pilot a new system utilizing smartphone technology to assist in field-based data capture with smallholders when travel conditions improve.</p> <p><b>Manage supply chain ESG risks:</b> Goodyear does not own any rubber tree plantations, but we have taken actions as a purchaser of natural rubber. In 2021, we released an enhanced version of our Natural Rubber Procurement Policy to align with the Global Platform for Sustainable Natural Rubber's (GPSNR) Policy Framework. This update signals our strong natural rubber supply chain commitments across all aspects of sustainability.</p> <p><b>Reducing environmental impacts:</b> See SDG 13</p> <hr/> <p><b>Drive ELT to beneficial reuse:</b> See SDG 8</p>

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