

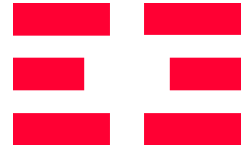


# Bridgestone

Locations: Japan (HQ)

Industries: Automobiles and Components

RISK LEVEL:



High Risk

## DESCRIPTION:

By complying with the HRC's controversial demands, Bridgestone increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. Bridgestone uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. The company supports the Equality Act and was a sponsor of Nashville Pride 2022. For these reasons, Bridgestone receives a High Risk rating.

## Corporate Weaponization

**Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk**

*Bridgestone matches gifts to accredited colleges and universities in the United States, as well as to funds that will transmit gifts to eligible colleges and universities. There are rules about what the donation cannot be used for, but the company's policy does not discriminate against religious institutions (1). The company's HRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (2)(3).*

**Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. High Risk**

*Bridgestone does not provide protections against viewpoint discrimination (1). The company indicates the company provides gender transition guidelines for its employees (2)(3).*

## Corporate Governance and Public Policy

**Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. High Risk**

*Bridgestone signed an open letter in support of the Equality Act (1). The company indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (2)(3). By doing so, the company risks dividing employees, alienating customers and harming shareholders.*

**Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk**

*Bridgestone was a sponsor of Nashville Pride 2022, a parade and festival which bills itself as “a family friendly event” that also features “Special Drag Performances” throughout the day, including drag performances in front of children (1)(2)(3). The company’s HRC 2023 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (4)(5). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders.*

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**Uses corporate political contributions for ideological, non-business purposes.**

**High Risk**

*Bridgestone has not used its PAC donations or lobbied for ideological purposes (1)(2)(3). The company indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (4)(5). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders.*

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