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SUSTAINABILITY



Occupational Health & Safety

“OHS cultural change begins by making safety not merely a priority, but a way of life. We are committed to achieving zero workplace accidents by enhancing occupational safety awareness through specialized dialogue training, awareness events, and digital initiatives. Together, we are continuously transforming Brisa into a safer workplace and building a secure future.”

At Brisa, occupational health and safety are at the core of our business—integral to our processes and a fundamental responsibility in all our activities. Brisa’s primary objective is to cultivate a culture of occupational safety built on strong foundations, to embed this commitment into everyday practice, and to establish itself as a global leader in safety. By continuously refining occupational health and safety strategies across all processes, Brisa is steadfastly working toward achieving “Excellence in Occupational Safety and Health” in accordance with legal regulations and international standards.

OHS Performance & Certification Achievements

Izmit and Aksaray plants successfully completed follow-up audits for the ISO 45001 Occupational Health and Safety Management System, reaffirming excellence in both compliance and performance. Occupational safety maturity assessments were conducted at Aksaray facilities to further enhance standards. Additionally, to boost OHS culture and awareness, Occupational Safety Dialogues Program was launched and held routine field visits with active participation from senior management. In 2024, 16 departments maintained an accident-free record for more than 1,000 days.

Consolidating OHS Culture

In alignment with the Brisa Occupational Health and Safety Policy and the Bridgestone Safety Mission Statement, efforts to raise awareness and prevent workplace accidents have intensified through systematic, engineering-based strategies. As of 2024, all relevant teams—including senior management—have completed Occupational Safety Dialogues training as part of proactive security approach.

Additionally, 12 employees, certified as internal trainers, have delivered this training throughout Brisa, significantly advancing the spread of safety culture.

During Occupational Health and Safety Week, initiatives were implemented to further develop safety culture through targeted awareness activities at the Izmit and Aksaray plants.

Digitalization & Innovation Efforts

In 2024, digitalizing occupational safety processes became a strategic priority. Occupational Safety Analysis Screen (Safety-Dashboard) was launched to monitor work accidents across various categories, assess progress, and develop preventive measures. The data entry and analysis screens for Occupational Safety Dialogues have been put into active use and the Incident Notification Screen has been made accessible to all employees, strengthening the proactive reporting of near misses, unsafe conditions, and behaviors.

Training & Simulation Efforts

Brisa offers comprehensive training programs designed to enhance safety awareness and embed a security culture into daily operations. To achieve the goal of zero workplace accidents, the Occupational Safety Simulation Center serves as an interactive learning environment. Through BRISA-MEC (Production Training Center), employees receive training on essential topics such as disaster prevention (including fire and earthquake), occupational safety and health, and fundamental safety practices. These sessions are mandatory for all personnel involved in our processes, and all employees have completed the legally required OHS training.

Subcontractor & Supplier Management

Enhancing subcontractor and supplier processes is a key component of Brisa’s sustainable safety strategy. As of 2024, daily work permit systems are actively maintained and periodic field inspections are conducted, while new procedures designed to boost stakeholder awareness are introduced.

Accident Analysis & Preventive Efforts

To prevent the recurrence of workplace accidents, thorough analyses are conducted and action plans based on the insights gained from near misses and global Bridgestone incidents are developed. These findings are shared with all employees and continuous improvements are implemented.

Emergency Management and Search & Rescue

As part of the emergency management and preventive measures, Brisa established a Search and Rescue Team. Team members have successfully earned AFAD Light Search and Rescue accreditation.

2025 & Beyond

Looking ahead to 2025, Occupational Health and Safety will remain at the forefront of all activities, in line with the Occupational Health and Safety Policy, the Bridgestone Safety Mission Statement, and the 2025 Bridgestone Safety: Six Priority Strategies. Enhancements to the notification and reporting systems, development of preventive measures, management of subcontractors and suppliers, traffic safety, chemical management, and digitalization initiatives to ensure comprehensive safety across all Brisa facilities and operations will continue to be prioritized.

Environment

Brisa integrates sustainability into every step of its value chain. Since 2005, the Company has engaged in responsible and ethical practices regarding the use of natural resources through its climate change combat program.

Energy & Carbon Management

To optimize energy efficiency and minimize its impact on climate change, Brisa follows systematic protocols based on Energy Management Principles. The Company first documented its efforts in 1995 under the BS7750 Environmental Management System Standard, followed by achieving ISO 14001 Environmental Management System certification at its plants. Both plants also hold ISO 50001 Energy Management System certification.

Brisa is committed to an intensive decarbonization roadmap to mitigate the impact of its production processes on natural resources and climate change.

Its emission reduction targets have been approved by the global Science Based Targets Initiative. As part of its transition to a low-carbon economy within the framework of its climate change combat program, the Company aims to reduce direct emissions by 56% as of 2030 compared to 2020 and to become carbon neutral as of 2050.

Efforts to lower carbon emissions at the Izmit plant have been continuing since 2005, resulting in a 33%* reduction in absolute Scope 1 and Scope 2 greenhouse gas emissions by the end of 2024 compared to the 2020 reference year.

The Company also prioritizes maritime transportation in its logistics operations.

At the Izmit plant, a smart heating control system continuously monitors and automatically maintains optimal temperatures in both raw material and production areas.

Heat pumps have been installed across the plants, and a 4.5 MW solar power plant has been completed at the Aksaray plant. Renewable energy production is monitored through the Energy Scada system.

* Verification will be completed in April.

Brisa Transformation Academy and Museum, a LEED (Leadership in Energy and Environmental Design) Gold-certified smart building, is capable of generating 20–25% of its energy needs on site.

Water Management

Brisa is the first company in Europe to achieve the ISO 14046 Water Footprint Standard.

Brisa is also one of the 19 companies in Türkiye that have signed the CEO Water Mandate, an initiative of the United Nations Global Compact (UNGC).

At its plants, Brisa implements comprehensive water management practices, including water monitoring systems, loss and leakage analyses, water treatment and wastewater recovery facilities, gray water utilization, rainwater collection ponds, and water recovery studies.

Using MBR membrane filter technology, the Company achieves a 95% efficiency rate in recovering waste from its well water filter system.





Brisa aims to reduce groundwater withdrawal by 85% by 2030 compared to 2008. As of 2024, an 80% reduction has been achieved in line with this target.

Additionally, at the İzmit plant, Brisa set a target to increase recycled water usage fivefold by 2025 compared to 2021. As of the end of 2024, this target has been successfully reached.

Efficient Use of Natural Resources & Waste Reduction

In its operations, the Company is committed to preventing waste generation at the source, reusing materials within its processes, and recycling whenever possible.

İzmit plant achieved “Zero Landfill” status in 2016, and Aksaray plant followed in 2018—both receiving zero waste certification.

At the recycling unit within the plant, pulp and metal are separated and repurposed by recycling companies as raw materials for various sectors. Some portion of the revenue from these operations is donated to BMÖDD (Brisa Members Education Support Association), which provides scholarships to students.

At the İzmit plant, plastic-packaged boiler chemicals have been transitioned to a deposit system and imported raw material packages formerly wrapped in stretch film are now replaced with metal cases.

Brisa has reduced single-use plastic consumption in its offices and cafeterias by 80%. The Company partnered with WWF Türkiye on the Green Office program to achieve the “Zero Plastic Waste” target.

Brisa reports to the Business Plastic Initiative launched by Turkish Industry and Business Association (TÜSİAD), Global Compact Türkiye and WWF.

Dust, gas, and other byproducts from production—potentially detrimental to indoor air quality—are captured at their source and recycled back into the system. Furthermore, polyethylene, used as an auxiliary production material, has been recycled multiple times since 2008, preventing the generation of 300 tons of polyethylene waste annually.

During the design phase, Brisa carefully considers the environmental impacts associated with product use and disposal, prioritizing raw materials that pose no pollution or health risks. As part of its responsible purchasing policy, the SUSPRO Sustainable Supplier Program is implemented in collaboration with suppliers, and the Green Dealer Sustainability Transformation Program is executed for dealers, who are a critical part of the value chain.

Eco-Friendly Products & Contributions to the Circular Economy

Brisa focuses on creating environmentally friendly products and services by considering their environmental impact both during and after use. In line with this commitment, the Company is developing new concept products featuring lower rolling resistance, reduced emissions and noise, and reduced weight. Brisa monitors its strategy of “increasing the sustainable product portfolio to ensure continuous mobility” using the indicators “weighted average rolling resistance of products sold” and “sustainable product portfolio.”

Emphasizing the full product lifecycle through the “Buy-Produce-Sell-Reuse-Recycle” model, Brisa meets its collection and recycling responsibilities completely. The Company recycles tire waste from production, as well as end-of-life tires, reintroducing them into the economy. These efforts are conducted in collaboration with the Tire Industrialists Association (LASDER), of which Brisa is a founding member. With a focus on circularity throughout processes, the Company’s material circularity was calculated at 40% in 2024.

To further support the circular economy, Brisa provides tire retreading services that can lower fleet tire costs by up to 40%. The use of quality materials and proper production conditions help conserve natural resources and benefit the country’s economy. By retreading and reusing tires, Brisa effectively triples their lifespan and minimizes tire waste, contributing to environmental preservation.

Respect for Biodiversity

Approximately 1,000 kg of organic waste generated daily in cafeterias is composted and converted into 200 kg of fertilizer. As a result, 300 tons of organic waste are transformed into 60 tons of fertilizer annually. The produced fertilizer is utilized in afforestation initiatives to enhance the soil’s organic content.

To mitigate the damage caused by forest fires and contribute to reforestation, Brisa has been donating 18,000 saplings to the Tema Foundation annually since 2021.

Through these efforts, Brisa achieved consecutive international successes in 2024.

Beyond its accomplishments on the international environmental reporting platform Carbon Disclosure Project (CDP) and the review conducted by Refinitiv, a London Stock Exchange (LSEG) affiliate, Brisa has received the Gold Medal for the third time from Ecovadis, a globally recognized rating program that assesses value chain sustainability.

Furthermore, Brisa has been included in the BIST Sustainability Index since 2015.

Corporate Social Responsibility



Brisa firmly believes in the importance of social development and welfare and has implemented several impactful projects over the years.

As a manufacturer and company with a legacy spanning half a century, Brisa has undertaken many social contribution initiatives. A key priority is promoting traffic safety through innovative products. Furthermore, other priorities include engaging with all segments of society—ranging from education and culture to sports and knowledge-sharing—and implementing projects that generate value across various fields.

Brisa approaches mobility transformation with a holistic perspective that extends beyond products and services, encompassing every aspect of the journey. Through its initiatives focused on social transformation, the Company supports individuals’ movements and life journeys, emphasizing equality, diversity, and inclusivity.

Guided by this approach, Brisa successfully implemented several impactful projects in 2024.

Within the scope of Sabancı Youth Mobilization and in alignment with the

Company’s mobility transformation journey, the Brisa Technology and Impact Center was inaugurated in Aksaray to equip young people with next-generation skills and support them in developing innovative and smart technologies.

Brisa remains committed to empowering women in the industry. Since 2016, the Customer Experience Specialist Certificate Program has been providing women with comprehensive training in sales, marketing, communication, and product knowledge. In 2024, the program graduated another cohort of female employees, bringing the total number of graduates to over 60.

Committed to empowering women across its entire ecosystem and industry, Brisa sought to break down prejudices by promoting the message of “Women Everywhere (Kadın Her Yerde)” in its dealer network through a new film. The film highlights inspiring stories of women excelling in various roles within dealer stores, showcasing their achievements and determination.

Brisa Transformation Academy, the Company’s online education platform, continued its initiatives in 2024 to support female employees at dealer stores. It also collaborated with educational NGOs and schools within local communities.



The Young Women Building Their Future (Geleceğini Kuran Genç Kadınlar) Project, aimed at young women not engaged in education or employment, continued to be implemented in 2024 in collaboration with the Ministry of Family and Social Services, the Ministry of Labor and Social Security, the United Nations Development Programme, and the Sabancı Foundation.

Recognizing its responsibility to strengthen women's participation in all areas of life and promoting mobility and inclusion, Brisa started supporting the Brisa Women's Sailing Team in 2024, an all-female team and a first in its class.

Brisa Transformation Academy has achieved significant national and international recognition for its social impact projects. Striving to evolve into a corporate university academy in terms of content, diversity and approach, the Academy provided 4,235 person-hours of training in 2024, reaching 1,016 individuals entirely through internal resources. Looking ahead, the Academy will continue prioritizing social contribution projects, including:

- Supporting the School-Industry Cooperation initiative by training qualified technical professionals for the sector and the country.
- Offering tire and electric vehicle training to students and teachers in laboratories at partner vocational high schools.

- Allocating a significant portion of its revenue to the Brisa Members Education Support Association, providing scholarships to high-achieving students.
- Equipping university students with essential knowledge and skills through free online and in-class trainings.
- Supporting new initiatives with free training opportunities.
- Providing indirect support to prisoners convicted of minor offenses, helping them gain professional skills and reintegrate into society.

The Brisa Members Education Support Association (BMÖDD), which was established to assist students in need in continuing their education, continues

by the voluntary efforts of Brisa employees.

In 2023, Brisa launched an awareness campaign under its Lassa brand, encouraging drivers to contribute to society and prioritize pedestrian safety. This initiative continued in 2024, aiming to raise awareness about pedestrian crossings and the importance of adhering to traffic rules.

Since its establishment, Brisa has embraced social responsibility, fostering sports and athletic development. Through the Lassa brand, the Company has collaborated with numerous teams and individual athletes across various sports. In partnership under "Sağlam," Brisa became the title sponsor of the Darüşşafaka Basketball Team for the 2022-23, 2023-24, and 2024-25 seasons. Darüşşafaka, known for its commitment to equal opportunities in sports, has played a significant role in nurturing talented athletes.

Brisa also promotes cycling through its Lassa cycling team within Brisaspor. In 2024, the Lassa cycling team won the Turkish Mountain Bike Championship.

Brisa volunteers participated in the 46th İstanbul Half Marathon, organized by Spor İstanbul, which attracted over 12 thousand participants from 60 countries. Brisa employees actively supported civil society organizations of their choice by raising funds and contributing to charitable causes, taking meaningful steps toward positive change.

