



Department of
**Environment &
Conservation**



Bridgestone Americas-LaVergne: A Sustainable Loop

Through its dedication to Corporate Social Responsibility (CSR), Bridgestone Americas (BSA), the U.S. subsidiary of Bridgestone Corporation, and the world's largest tire and rubber company, has a rich history of serving its communities.

When you pull up to Bridgestone America's LaVergne Plant, one might think that the production of truck and bus tires is all that is taking place, but manufacturing isn't the only thing happening at 1201 Bridgestone Parkway. Sustainability efforts under their social commitment Our Way to Serve are ongoing processes that this facility prides itself in, from waste reduction to community outreach.

Sean Fisher, Senior Environmental Engineer for the LaVergne Plant, stated, "I started out working in environmental consulting and found that Bridgestone devoted more resources to their environmental program than the other companies I worked with. This was the main reason for applying for the environmental engineer job at Bridgestone." Sean is deeply invested in many onsite environmental projects that support Bridgestone's commitment.

When asked about the mission, Sean said, "The Bridgestone environmental policy has three objectives, In Harmony with Nature, Value Natural Resources, and Reduce CO2 Emissions. In summary, to be a company that is sustainable well into the future."

To ensure a sustainable future many variables must come together, which is exactly what's happening at the LaVergne Plant. Educating citizens, retrofitting inefficient equipment, and finding a better end use for materials are all ways that this facility has invested time and effort into a brighter future. Sean mentioned in more detail saying, "Partnerships are about trust and working together
TGSP Highlights- November 2017

The Bridgestone logo, featuring the word 'BRIDGESTONE' in a bold, italicized, sans-serif font with a red and white stylized 'B' symbol to the left.

- **Established in 1972**
- **Employs 1,000+**
- **Member since 2006**



toward a common goal. Our partnerships with the local schools produced fence artwork for our scrap yard and some prize money for a school. Partnerships with the Bridgestone LaVergne internal departments and outside vendors allow us to keep a 90 percent recycle rate with the ability to reach 100 percent. The partnership with BSA Troop 1108 has produced a wildlife habitat area for us and eagle badges for several Troop 1108 scouts."

Unknown to many, the Bridgestone LaVergne Partnering and Teaching Habitat (PATH) is a 9.5 acre plot of forested land near the back, receiving entrance that consists of two hiking loops, three bridges, a bird blind and even a campsite. This was made possible by partnering with the local Boy Scout Troop (Troop 1108). Invasive species removal is the next item on the list for the PATH.



The LaVergne Plant has a 90 percent recycle rate, which is challenging to accomplish in the tire industry. Shirley Federer, the facility's Materials Recovery Manager, has great rapport with her vendors and has found a great asset for the uncured tire components, Carolina Recycle

Partners. It is partnerships like this that make sustainability an option instead of just a thought.

The manufacturing of tires is an energy intensive process. To reduce energy costs and improve the quality of lighting, the plant began a lighting upgrade in 2010 in which nearly 3,900 old, high-intensity lighting fixtures were replaced with new, energy efficient fixtures. The new fixtures typically consume half of the electricity while producing comparable amounts of light. The upgrades have reduced the plant's power consumption by more than 3.8 million kilowatt-hours.

Bridgestone America's LaVergne Plant is committed to sustainability for both their company and the State of Tennessee. That is why Bridgestone made the decision to join dozens of other corporate sustainability leaders in Tennessee by becoming a member of the Tennessee Green Star Partnership.

The [Tennessee Green Star Partnership](#) is a voluntary environmental leadership program designed to recognize industries in the state which are committed to sustainable practices. If you are interested in joining Bridgestone and other sustainable industries in Tennessee by becoming a member, please contact us.

