Toyota Loops is a special purpose subsidiary of Toyota Motor Company, founded to provide employment for seriously disabled persons so there will be more opportunities for the disabled to find employment. Toyota Loops handles in-house printing, intra-company mail reception and delivery, and other such operations that were previously done inside the company. Toyota Loops handles the printing and loading of this report.

TOYOTA MOTOR CORPORATION
Published: October 2015
Published by: Corporate Citizenship Div., Toyota Motor Corporation
http://www.toyota.co.jp/jpn/sustainability/social_contribution/
Message from the President

Firstly, I would like to express my sincere gratitude for your continued support and understanding.

Toyota’s origins can be traced back to the founding principle of contributing to society by making automobiles. By also making serious endeavors to resolve social issues related to vehicles, we are seeking to realize the Toyota Global Vision. When putting these efforts into practice, we will diligently reinforce True Competitiveness in order to grow as steadily as a tree adding annual growth rings, and take on the Challenges for the Future as we boldly work to create new value.

Previous Fiscal Year’s Initiatives to Realize Toyota Global Vision

- Always Better Cars
  Toyota launched the MIRAI fuel cell vehicle in 2014. We began developing fuel cell technology toward the creation of the Ultimate Eco-Car in 1992 to help solve environmental issues such as global warming. Our predecessors chose fuel cell technology as the best of a range of different technologies, and began work on developing it. Now after more than 20 years of overcoming numerous technical difficulties and maintaining continuous development even during times of tough social conditions, last year we were finally able to open the curtain on a new hydrogen-based society. Going forward, we will continue to take on the Challenges for the Future so that we can make Always Better Cars. We will also provide attractive products that customers will choose, as we work to help solve social issues, including initiatives to promote widespread adoption of active safety technologies and promotion of research and development of automated driving technologies.

- Enriching Lives of Communities
  Toyota cars are currently manufactured in 29 countries and sold in over 170 countries, so we feel an important responsibility to contribute to enriching the lives of every community where we do business. As an automobile manufacturer, Toyota has focused on the environment, traffic safety and other social issues. We have continued to conduct our social contribution activities while cooperating and building trusting relationships with local residents, non-profit organizations and experts. In 2014, we established the Toyota Mobility Foundation. We are utilizing the technologies and technical knowledge of Toyota as we work on issues related to mobility in the world in collaboration with universities, governments, non-profit organizations, research institutes and others.

- Stable Base of Business
  Developing people is the key for a stable business foundation. Toyota is building a framework that will reliably and continuously develop human resources capable of carrying on its business activities on a global scale. Two of these initiatives are our QC Circle activities with 50 years of history that support increased vitality of employees and the work environment, and our 2014 Employee Driving Project in Australia that refines our cars and employees on a genchi genbutsu (on-site, hands-on experience) basis. Such initiatives are contributing to sustainable growth while sharing the values of our employees across the world. When Kiichiro Toyoda had a grand dream of developing an automobile industry in Japan, colleagues at the time were quick to respond, “Yes, let’s do it!” Since it was founded, Toyota has been on a journey that has brought it to this point, all the while being fostered by business partners and others. Going forward as well, the support of customers and the public, leading to a Stable Base of Business. We will continue to strive to become a trusted, respected and valued company so that as many stakeholders as possible join us in our challenge with the words; “Yes, let’s do it!”

We kindly request the continued support and understanding of all our stakeholders.

Akio Toyoda
President, Member of the Board of Directors
Toyota Motor Corporation

August 2015

Toyota Global Vision

The Toyota Global Vision announced in March 2011 is an articulation of what kind of company we want to be—a clear statement of what values we esteem, what kind of company we ought to be, and what actions we should take. It defines our values of “wanting Toyota to be a company that customers choose and that brings a smile to every customer who chooses it.”

Backdrop and Progress

In the backdrop of this vision, there was the fall into the red after the Lehman Brothers collapse, as well as our reflection over a series of quality issues.

To unite all Toyota together to advance our efforts for the recovery of business performance, we came to realize the necessity of having a dream or a path to take that all people who work for Toyota could have in common. We also felt the importance of making that dream and that path known broadly to society and to all our customers.

Based on our ideal for Toyota, the members of our team gathered to discuss and finalize the vision. This is a distillation of our resolve at Toyota for the future.

We will lead the way to the future of mobility, enriching lives around the world with the safest and most responsible ways of moving people. Through our commitment to quality, constant innovation and respect for the planet, we aim to exceed expectations and be rewarded with a smile.

We will meet challenging goals by engaging the talent and passion of people, who believe there is always a better way.

Toyota Visionary Management

The visionary management that we have in mind is making Always Better Cars that exceed customer expectations, and Enriching Lives in Communities based on the shared values that have steered Toyota from the beginning, including the Guiding Principles at Toyota and the Toyota Way. In doing so, we are rewarded with smiles from customers and the public, leading to a Stable Base of Business. We aim to generate such virtuous cycles and achieve sustainable growth.

The Global Vision Tree Explained

We use a tree to represent the Toyota Global Vision. The “roots” of the tree are the shared values that have steered Toyota from the beginning and that have under lain our monozukuri (manufacturing). They are values expressed in the Five Main Principles of Toyoda, in the Guiding Principles at Toyota, and in the Toyota Way, which are the basis of our business. The “trunk” is our contribution to communities through making Always Better Cars that are chosen by customers and the public. The “branch” of the tree, the result of these efforts, strengthens and stabilizes our base of business when large numbers of customers choose our products.

http://www.toyota-global.com/company/vision_philosophy/toyota_global_vision_2020.html

Rewarded with a smile

by exceeding your expectations

Toyota

Always Better Cars
Develop vehicles which
exceed customer expectations

Enriching Lives of Communities
Contribute to communities
Contributing to the future

Sustainable Growth

Trunk
Stable Base of Business

Roots
Toyota Values
The Five Main Principles of Toyoda / The Guiding Principles at Toyota / The Toyota Way

Fruit
Always Better Cars
Develop vehicles which
exceed customer expectations

Fruit
Enriching Lives of Communities
Contribute to communities
Contributing to the future

Stable Base of Business

Toyota's Social Contribution Activities 2015
Toyota's Social Contribution Activities 2015

Message from the President

Firstly, I would like to express my sincere gratitude for your continued support and understanding.

Toyota’s origins can be traced back to the founding principle of contributing to society by making automobiles. By also making serious endeavors to resolve social issues related to vehicles, we are seeking to realize the Toyota Global Vision. When putting these efforts into practice, we will diligently reinforce True Competitiveness in order to grow as steadily as a tree adding annual growth rings, and take on the Challenges for the Future as we boldly work to create new value.

Previous Fiscal Year’s Initiatives to Realize Toyota Global Vision

Always Better Cars

Toyota launched the MIRAI fuel cell vehicle in 2014. We began developing fuel cell technology toward the creation of the Ultimate Eco-Car in 1992 to help solve environmental issues such as global warming. Our predecessors chose fuel cell technology as the best of a range of different technologies, and began work on developing it. Now after more than 20 years of overcoming numerous technical difficulties and maintaining continuous development even during times of tough social conditions, last year we were finally able to open the curtain on a new hydrogen-based society. Going forward, we will continue to take on the Challenges for the Future so that we can make Always Better Cars. We will also provide attractive products that customers will choose, as we work to help solve social issues, including initiatives to promote widespread adoption of active safety technologies and promotion of research and development of automated driving technologies.

Enriching Lives of Communities

Toyota cars are currently manufactured in 29 countries and sold in over 170 countries, so we feel an important responsibility to contribute to enriching the lives of every community where we do business. As an automobile manufacturer, Toyota has focused on the environment, traffic safety and other social issues. We have continued to conduct our social contribution activities while cooperating and building trusting relationships with local residents, non-profit organizations and experts. In 2014, we established the Toyota Mobility Foundation. We are utilizing the technologies and technical knowledge of Toyota as we work on issues related to mobility in the world in collaboration with universities, governments, non-profit organizations, research institutes and others.

Stable Base of Business

Developing people is the key for a stable business foundation. Toyota is building a framework that will reliably and continuously develop human resources capable of carrying on its business activities on a global scale. Two of these initiatives are our QC Circle activities with 50 years of history that support increased vitality of employees and the work environment, and our 2014 Employee Driving Project in Australia that refines our cars and employees on a “genchi genbutsu” (on-site, hands-on experience) basis. Such initiatives are contributing to sustainable growth while sharing the values of our employees across the world.

When Kiichiro Toyoda had a grand dream of developing an automobile industry in Japan, colleagues at the time were quick to respond, “Yes, let’s do it!” Since it was founded, Toyota has been on a journey that has brought it to this point, all the while being fostered by business partners and others. Going forward as well, the support of stakeholders in many different fields is essential as we take on the challenge of realizing the mobility society of the future.

We will continue to strive to become a trusted, respected and valued company so that as many stakeholders as possible join us in our challenge with the words; “Yes, let’s do it!”

We kindly request the continued support and understanding of all of our stakeholders.

August 2015

Akio Toyoda
President, Member of the Board of Directors
Toyota Motor Corporation

Toyota Global Vision

The Toyota Global Vision announced in March 2011 is an articulation of what kind of company we want to be—a clear statement of what values we esteem, what kind of company we ought to be, and what actions we should take. It defines our values of “wanting Toyota to be a company that customers choose and that brings a smile to every customer who chooses it.”

Backdrop and Progress

In the backdrop of this vision, there was the fall into the red after the Lehman Brothers collapse, as well as our reflection over a series of quality issues.

To unite all Toyota together to advance our efforts for the recovery of business performance, we came to realize the necessity of having a dream or a path to take that all people who work for Toyota could have in common. We also felt the importance of making that dream and that path known broadly to society and to all our customers.

Based on our ideal for Toyota, the members of our team gathered to discuss and finalize the vision. This is a distillation of our resolve at Toyota for the future.

Rewarded with a smile

by exceeding your expectations

Toyota will lead the way to the future of mobility, enriching lives around the world with the safest and most responsible ways of moving people.

Through our commitment to quality, constant innovation and respect for the planet, we aim to exceed expectations and be rewarded with a smile.

We will meet challenging goals by engaging the talent and passion of people, who believe there is always a better way.

Toyota Visionary Management

The visionary management that we have in mind is making Always Better Cars that exceed customer expectations, and Enriching Lives in Communities based on the shared values that have steered Toyota from the beginning, including the Guiding Principles at Toyota and the Toyota Way. In doing so, we are rewarded with smiles from customers and the public, leading to a Stable Base of Business.

We aim to generate such virtuous cycles and achieve sustainable growth.

The Global Vision Tree Explained

We use a tree to represent the Toyota Global Vision.

The “roots” of the tree are the shared values that have steered Toyota from the beginning and that have underlain our monozukuri (manufacturing). They are values expressed in the Five Main Principles of Toyota, in the Guiding Principles at Toyota, and in the Toyota Way, which are the base of our business.

The “trunk” is our contribution to communities through making Always Better Cars that are chosen by customers and the public.

The “fruit” of the tree, the result of these efforts, strengthens and stabilizes our base of business when large numbers of customers choose our products.

Toyota Values

The Five Main Principles of Toyota / The Guiding Principles at Toyota / The Toyota Way
Toward the Goal of Enriching Lives of Communities

In addition to making social contributions through its primary business activities, Toyota has long taken initiatives to help solve social issues in areas such as the environment, traffic safety, and education. Furthermore, the Toyota Global Vision announced in March 2011 positioned enriching lives of communities as one of the main objectives of Toyota’s business, in addition to making Always Better Cars. With a feeling of gratitude toward the people living there, Toyota is committed to enriching communities, and therefore is working hard to solve the issues present in them. Additionally, the Toyota Mobility Foundation was established in August 2014 toward the development of a better mobile society, and began providing support to non-profit organizations, research institutions, and other organizations that engage in business or other activities with high social value.

Toward the goal of enriching lives of communities, Toyota will continue actively promoting social contribution activities that will bring a smile to as many customers as possible.

It All Started with Sakichi Toyoda’s Hope for People’s Happiness

Ninety years ago in 1925, Sakichi Toyoda, the father of Toyota Motor Corporation’s founder, Kiichiro Toyoda, pledged one million yen (at the time) to the Imperial Institute of Invention and Innovation to encourage battery-related inventions because he wanted to support inventions that enrich people’s lives. The impetus for his pledge was the first around-the-world flight successfully completed by a Douglas aircraft of the United States Army Air Service in 1924. Sakichi was said to be dreaming of inventing large-capacity batteries for mobile applications that would power automobiles and aircrafts. In the end, the invention of such batteries proved to be extremely difficult and none have yet been completed. Still, the progress that has since been made in this field has had a tremendous impact on industries and people’s lives. Toyota’s long history of social contribution activities can be traced back to Sakichi, who held a hope for people’s happiness. After Sakichi’s death, this spirit was handed down to Kiichiro and others who started the automotive industry in Japan, through the concepts of contributing to the development and welfare of the country and feelings of gratitude, and was later incorporated into the Five Main Principles of Toyota, the Guiding Principles at Toyota, and the Toyota Global Vision. These precepts have been handed down to the present.
Toyota's Social Contribution Activities 2015

CONTENTS

1. Toyota's Social Contribution Activities

2. Environment

3. Traffic Safety

4. Education

5. Society and Culture

6. Supporting Employees’ Volunteer Activities

7. Cultural and Exhibit Facilities

8. Foundation


Toyota’s Social Contribution Activities

Toward the Goal of Enriching Lives of Communities

In addition to making social contributions through its primary business activities, Toyota has long taken initiatives to help solve social issues in areas such as the environment, traffic safety, and education. Furthermore, the Toyota Global Vision announced in March 2011 positioned enriching lives of communities as one of the main objectives of Toyota’s business, in addition to making Always Better Cars. With a feeling of gratitude toward the people living there, Toyota is committed to enriching communities, and therefore is working hard to solve the issues present in them.

Additionally, the Toyota Mobility Foundation was established in August 2014 toward the development of a better mobile society, and began providing support to non-profit organizations, research institutions, and other organizations that engage in business or other activities with high social value.

Toward the goal of enriching lives of communities, Toyota will continue actively promoting social contribution activities that will bring a smile to as many customers as possible.

It All Started with Sakichi Toyota’s Hope for People’s Happiness

Ninety years ago in 1925, Sakichi Toyota, the father of Toyota Motor Corporation’s founder, Kiichiro Toyota, pledged one million yen (at the time) to the Imperial Institute of Invention and Innovation to encourage battery-related inventions because he wanted to support inventions that enrich people’s lives. The impetus for his pledge was the first around-the-world flight successfully completed by a Douglas aircraft of the United States Army Air Service in 1924. Sakichi was said to be dreaming of inventing large-capacity batteries for mobile applications that would power automobiles and aircrafts. In the end, the invention of such batteries proved to be extremely difficult and none have yet been completed. Still, the progress that has since been made in this field has had a tremendous impact on industries and people’s lives. Toyota’s long history of social contribution activities can be traced back to Sakichi, who held a hope for people’s happiness. After Sakichi’s death, this spirit was handed down to Kiichiro and others who started the automotive industry in Japan, through the concepts of contributing to the development and welfare of the country and feelings of gratitude, and was later incorporated into the Five Main Principles of Toyota, the Guiding Principles at Toyota, and the Toyota Global Vision. These precepts have been handed down to the present.
By the 1980s, Japan had undergone a period of high economic growth and people were beginning to seek richness of spirit. In order to promote regional culture through music, Toyota and its regional dealers started the Toyota Community Concerts, supporting amateur orchestra activities in various regions of Japan. These concerts have continued annually for a long period of time, along with the Toyota Youth Orchestra Camp started in 1985. (See p. 08)

In the 1990s when the level of interest in global environmental problems heightened, Toyota began taking various initiatives in the environmental field, such as developing the plan for the Forest of Toyota in 1992, that place importance on collaboration with local communities inside and outside Japan.

Additionally, in step with the globalization of Toyota’s business, its overseas activities are proactively carrying out activities that address social issues in individual countries/regions and are rooted in local communities, focusing on the areas of the environment, traffic safety, and education, which are global priority areas for Toyota’s social contribution activities. (See p. 09)

Social Trends and History of Toyota’s Social Contribution Activities

Following the founding of the company, Toyota’s community contribution activities consisted primarily of donations until the early 1970s. Meanwhile, the number of cars owned in Japan began to increase rapidly in the latter half of the 1960s, with the result that traffic accidents became a social problem. Against this background, Toyota in cooperation with its dealers started the Toyota Traffic Safety Campaign. Since the number of accidents involving young children was large, Toyota began a program called Traffic Safety Picture Book for them. Subsequently, as its car production volume grew and business size expanded, Toyota began taking social contribution activities on a full scale in order to fulfill its corporate social responsibility and repay its obligations to society.

In 1974, with the goal of helping people achieve happier lives, Toyota established the Toyota Foundation to support valuable research and programs that address issues in various fields, such as social welfare, education, and culture, from a global perspective according to the specific needs of the times.

Then in 1981, Toyota established the Toyota Technological Institute, which was the culmination of the dream of the late President Toyoda. He had always believed that research and education were crucial for Japan to advance. The Toyota Technological Institute has been developing engineers who can lead international industries and help society develop through manufacturing.
Social Trends and History of Toyota’s Social Contribution Activities

Toyota’s Social Contribution Activities began in 1955 as the Toyota Traffic Safety Campaign, which began taking social contribution activities on a full scale in order to fulfill its corporate social responsibility and repay its obligations to society. This was done against the background of the oil crisis and the rise of the number of traffic accidents involving young children.

Since 1955, Toyota has continued social contributions activities in the areas of traffic safety, and education, which are considered as good corporate citizens.

By the 1980s, Japan had undergone a period of high economic growth and people were beginning to seek richness of spirit. In order to promote regional culture through music, Toyota and its regional dealers started the Toyota Community Concerts, supporting amateur orchestra activities in various regions of Japan. These concerts have continued annually over a long period of time, along with the Toyota Youth Orchestra Camp started in 1985.

In the 1990s when the level of interest in global environmental problems heightened, Toyota began taking various initiatives in the environmental field, such as developing the plan for the Forest of the Toyota in 1992, that place importance on collaboration with local communities inside and outside Japan. Additionally, in step with the globalization of Toyota’s business, its overseas affiliates are proactively carrying out activities that address social issues in individual countries/regions and are rooted in local communities, focusing on the areas of the environment, traffic safety, and education, which are global priority areas for Toyota’s social contribution activities.

Note: Italics indicate global trends.
Toyota carries out its social contribution activities in various areas, taking into account the social trends and issues of the times. Furthermore, many of these activities are planned and implemented through the hard work of Toyota’s employees themselves and some have been going on for more than 30 years. The people involved continue to go through the process of Arirang year after year while listening to the voices of partners and customers, to respond to the changing expectations of society.

**Examples of Activities**

**46 Years**

**Traffic Safety**

Toyota Traffic Safety Campaign

Since 1969, Toyota has conducted its Traffic Safety Campaign every spring and autumn, cooperating with its dealers nationwide and acting in concert with Japan’s National Traffic Safety Campaign. The Campaign has continued for more than 40 years and includes such activities as presenting traffic safety education materials in the form of picture books and picture-story sets to kindergartens and nursery schools, and carrying out education activities to improve traffic safety awareness on a broad scale through events held in various regions.

**41 Years**

**The Toyota Foundation**

The Toyota Foundation was established in 1974 to provide grants for research and programs that address issues in various fields according to the specific needs of the time, from a broad perspective. One outstanding characteristic of the Toyota Foundation is that it provides grants to a broad range of applicants, i.e., not only universities and research institutions, but also nonprofit organizations and corporations. The Foundation currently conducts various support programs, focusing on aging populations, cultural diversification, and renewable energy.

**24 Years**

**Toyota Family Learning Program**

Toyota Motor North America has been providing support to NCFL, a parent-teacher organization, since 1998. Through this support, the Toyota Family Learning Program was launched to help Hispanic families and other immigrant families learn to read and write. Through this activities, NCFL provides parents and children opportunities to improve educationally and economically.

**18 Years**

**Forest of Toyota**

Toyota conducted forestry activities that introduced more sunlight and wind into the forest in order to restore natural environment with rich biodiversity, and made the Forest of Toyota open to the public in 1997. Toyota has rejuvenated the forest on the model of CO2s, which means a forest in the interface between cities and nature that has been utilized by people, and is using it as a field for environmental education and more. The Forest of Toyota will continue to be maintained as a regional base that allows many people to touch nature close at hand.

**Messages from Partners**

**Toyota Maintaining Support Regardless of its Business Conditions**

Compared to Europe, Japan has a lot fewer professional orchestras and only a handful of people can get jobs as professional musicians. As a result, there are an extremely large number of so-called semi-professional musicians and nearly 2,000 orchestras nationwide in which these musicians find their purpose in life.

Toyota has long been a steadfast supporter of these professional orchestras and only a handful of them. Toyota has been steadfastly supporting the important part of our culture, the regional orchestras or amateur orchestras, which is difficult for professional orchestras to do, and their musicians have grown to become indispensable future leaders of local culture. People who were in their teens when the Orchestra Camp was established are now in their 40s, some of whom are now active as core members of regional orchestras or professional orchestras. A virtuous circle has been created in which people who were previously students on the camp are now teaching there.

---

**34 Years**

**Society and Culture**

**Support of Amateur Orchestras**

**Toyota Community Concerts, Toyota Youth Orchestra Camp, Toyota Music Library**

In the 1980s, when the type of richness people sought started to shift from materialistic to spiritual, people began to desire the realization of a society offering richness of spirit through culture, arts, etc. Although words such as CSR and mécénat had not yet been heard back then, Toyota and its dealers all over Japan were looking for grassroots activities that would allow them to return something to local communities. That was when the Federation of Japan Amateur Orchestras Corp., which unites amateur orchestras nationwide, came into the picture. Toyota and its dealers agreed with the Federation’s proposed framework in which regional dealers would support the orchestras in their own towns and the objective of promoting regional culture through music that can touch people. The first Toyota Community Concert was held in Buraku Prefecture in August 1981.

Four years later in 1985, the Toyota Youth Orchestra Camp was started to provide a platform for youths who wanted to spend more time, practice, and converse with other youths having the same ambition nationwide. The Camp is conducted each year, allowing young amateur orchestra members from Japan and overseas to gather together and fine-tune their music under the tutelage of leading professional musicians.

A feature of the camp is that the participants bring the experiences they gain back to their home communities and make use of them in their local orchestra activities. The camp activities are managed under the motto “operations through our own efforts” and the passionate spirit of the young people who participated in the start-up phase is being passed down to new participants each year.

Then, in 1986, the Toyota Music Library was opened, which rents out sheet music essential to orchestra activities.

These three activities have taken place for more than 30 years, supporting the activities of amateur orchestras. The membership of the Federation of Japan Amateur Orchestras Corp. has grown from 23 in the beginning to 140 orchestras currently. These orchestras visit and hold concerts at social service facilities, hospitals, and remote islands, which is difficult for professional orchestras to do, and their musicians have grown to become indispensable future leaders of local culture. People who were in their teens when the Orchestra Camp was established are now in their 40s, some of whom are now active as core members of regional orchestras or professional orchestras. A virtuous circle has been created in which people who were previously students on the camp are now teaching there.

---

**Toyo's Support Helping Raise Quality of Music and Linking it to Community Culture**

Be it a conductor or musician, performing together with first-class musicians instantly raises the performance to a new level. Toyota has long been a steadfast supporter of music, but not back to its previous level. The difference between the two is that the former is the result of steady effort, and repeating the process continues to increase the growth part little by little. Toyota has been steadily supporting the important part of this growth process itself, and its support has definitely led to better results in music education in amateur orchestras all over Japan. Holding concerts in communities which are difficult for professional orchestras is also the role of an amateur orchestra, and Toyota’s support in this area has definitely helped spread the concept to local communities.

---

**Mr. Junji Ashiki**

Chairman of the Federation of Japan Amateur Orchestras Corp.
Activities That Have Been Enhanced Year after Year

Toyota carries out its social contribution activities in various areas, taking into account the social trends and issues of the times. Furthermore, many of these activities are planned and implemented through the hard work of Toyota’s employees themselves and some have been going on for more than 30 years. The people involved continue to go through the process of learning year after year while listening to the voices of partners and customers, to respond to the changing expectations of society.

Examples of Activities


Since 1969, Toyota has conducted its Traffic Safety Campaign every spring and autumn, cooperating with its dealers nationwide and acting in concert with Japan’s National Traffic Safety Campaign. The Campaign has continued for more than 40 years and includes such activities as presenting traffic safety education materials in the form of picture books and picture-story sets to kindergartens and nursery schools, carrying out education activities to improve traffic safety awareness on a broad scale through events held in various regions.

41 [Education] The Toyota Foundation

The Toyota Foundation was established in 1974 to provide grants for research and programs that address issues in various fields according to the specific needs of the time. One of the most characteristic of the Toyota Foundation is the fact it provides grants to a broad range of applicants, i.e., not only universities and research institutions, but also, non-profit organizations, and corporations. The Foundation currently conducts various support programs, focusing on aging populations, cultural diversification, and renewable energy.

40 [Environment] Forest of Toyota

Toyota conducted forestry activities that introduced more sunlight and wind into the forest in order to restore natural environment with rich biodiversity, and made the Forest of Toyota open to the public in 1997. Toyota has rejuvenated the forest on the model of Satoyama, which means a forest in the interface between cities and nature that has been utilized by people, and is using it as a field for environmental education and more. The Forest of Toyota will continue to be maintained as a regional base that allows many people to touch nature close at hand.

34 [Society and Culture] Support of Amateur Orchestras

In the 1980s, when the type of richesse people sought started to shift from materialistic to spiritual, people began to desire the realization of a society offering richness of spirit through culture, arts, etc. Although words such as CSR and mécénat had not yet been heard back then, Toyota and its dealers all over Japan were looking for grassroots activities that would allow them to return something to local communities. That was when the Federation of Japan Amateur Orchestras Corp., which unifies amateur orchestras nationwide, came into the picture. Toyota and its dealers agreed with the Federation’s proposed framework in which regional dealers would support the orchestras in their own towns and the objective of promoting regional culture through music that can touch people. The first Toyota Community Concert was held in Buraku Prefecture in August 1981.

Four years later in 1985, the Toyota Youth Orchestra Camp was started to provide a platform for youths who wanted to spend more time, practice, and converse with other youths having the same ambition nationwide. The Camp is conducted each year, allowing young amateur orchestra members from Japan and overseas to gather together and fine-tune their music under the tutelage of leading professional musicians. A feature of the camp is that the participants bring the experiences they gain back to their home communities and make use of them in their local orchestra activities. The camp activities are managed under the motto “operations through our own efforts” and the passionate spirit of the young people who participated in the start-up phase is being passed down to new participants each year.

Then, in 1986, the Toyota Music Library was opened, which rents out sheet music essential to orchestra activities.

These three activities have taken place for more than 30 years, supporting the activities of amateur orchestras. The membership of the Federation of Japan Amateur Orchestras Corp. has grown from 23 in the beginning to 140 orchestras currently. These orchestras visit and hold concerts at social service facilities, hospitals, and remote islands, which is difficult for professional orchestras to do, and their musicians have grown to become indispensable future leaders of local culture. People who were in their teens when the Orchestra Camp was established are now in their 40s, some who are now active as core members of regional orchestras or professional orchestras. A virtuous circle has been created in which people who were previously students on the camp are now teaching there.

Traffic safety picture books and picture-story sets

Traffic safety picture books and picture-story sets

The Toyota Foundation

Family Family Learning Program

The Toyota Foundation

Toyota Community Concerts

Mr. Shigeki Sasaoka, President of the Toyota Community Concerts

Mr. Junji Ashiki, Chairman of the Federation of Japan Amateur Orchestras Corp.

Messages from Partners

Toyota Maintaining Support Regardless of Its Business Conditions

Compared to Europe, Japan has a lot fewer professional orchestras and only a handful of people can get jobs as professional musicians. As a result, there is an extremely large number of so-called semi-professional musicians and nearly 2,000 orchestras nationwide in which these musicians find their purpose in life.

Toyota has long been a steadfast supporter of orchestras related to Japan’s musical culture. I don’t know of any other company that has supported the orchestra sector nationwide for this long. My impression of Toyota is that it is a company that is indispensable future leaders of local culture. People who were in their teens when the Orchestra Camp was established are now in their 40s, some who are now active as core members of regional orchestras or professional orchestras. A virtuous circle has been created in which people who were previously students on the camp are now teaching there.

Toyo’s Support Helping Raise Quality of Music and Linking It to Community Culture

But a conductor or musician, performing with club or amateur orchestras, can never replace the ability of an amateur orchestra. When the performance is finished, the ability regrettably falls, but not back to its previous level. The difference between the rise and fall of ability is the proof of growth, and repeating the process continues to increase the growth part little by little. Toyota has been steadily supporting the important part of this growth process itself, and its support has definitely led to the quality improvement in amateur orchestras all over Japan. Holding concerts in communities which are difficult for professional orchestras to also help the activities of amateurs, and Toyota’s support in this area has definitely helped spread the concept to local communities.

24 [Education] Toyota Family Learning Program

Toyota Motor North America has been providing support to promote literacy programs all over the United States in partnership with the National Center for Families Learning (NCFL). Through this support, the Toyota Family Learning Program was launched to help Hispanic families and other immigrant families learn to read and write. Through activities, NCFL provides parents and children opportunities to improve educationally and economically.

Note: The number of years indicated is as of the end of FY2014

Toyota’s Social Contribution Activities 2015

Toyota’s Social Contribution Activities 2015
Toyota’s Social Contribution Activities

Major Initiatives in Countries and Regions throughout the World

Along with its global business expansion, Toyota has been broadening its social contribution activities overseas, and its local affiliates are actively engaged in activities that address the societal needs of their local communities. Some of these activities are described below.

Contribution toward a New Mobile Society

The Toyota Mobility Foundation was established in August 2014 to provide support to nonprofit organizations globally, research institutions, and other organizations that engage in activities aimed at developing a better mobile society. Based on Toyota’s founding principle of contributing to society through automobile manufacturing, the Foundation supports businesses and activities that link Always Better Cars that exceed customer expectations and enriching the lives of communities. To bring a smile to people’s faces as well as in the future, Toyota utilizes knowledge and innovative methods developed through automobile manufacturing to tackle the issues in the world’s mobility fields while collaborating with and sharing its beliefs with people in many organizations such as universities, governments, non-profit organizations, and research institutions.

Social Contribution Activities

Basic Philosophy regarding Social Contribution Activities

Toyota Has Maintained Its Founding Principle of Contributing to Society and Undertaking Active Measures in a Wide Range of Fields with the Goal of Enriching the Lives of Communities

Toyota conducts social contribution activities around the world for the developing of thriving societies and their continuous development with the aim of being a good corporate citizen that is respected by society.

Toyota has a long history of social contribution activities that can be traced back to Sakichi Toyoda. It all began when in 1925, 90 years ago, Sakichi, in his desire to support inventions that would enrich people’s lives, pledged one million yen (at the time) to the Imperial Invention Institute to encourage revolutionary battery-related inventions. This spirit was handed down to Kichiro Toyoda, the founder of Toyota Motor Corporation, and the Five Main Principles of Toyota, which espouse contributing to the development and welfare of the country and feelings of gratitude, were formulated in 1955 in accordance with his dying request. The precepts have been handed down in an unbroken line to the present.

Since its foundation, Toyota has sought to contribute to the development of society based on the fundamental principle of creating a thriving society through manufacturing and car making. The Corporate Citizenship Activity Committee was established in 1989 under the leadership of the president, and the CSR Principles were adopted in 1995 and revised in April 2005. Toyota has established systems for the steady implementation of CSR programs and is undertaking collaboration on a global scale.

In the 1960s and 1970s, the focus of activities was on measures to improve traffic environments including research and proposals on traffic policy and traffic safety educational programs. In the 1990s, in addition to traffic safety programs, Toyota also conducted programs in Japan to support science and technology, promote culture, and address environmental issues. Toyota also expanded the scope of its CSR activities globally to include education and the environment. In 1998, we set the environment, traffic safety, and human resource development as three global priority fields, and in Japan supplemented their fields with the arts and culture and a society in harmony with nature, undertaking active CSR measures by using our resources including technology and expertise. In November 2009, the CSR Committee consolidated the arts, culture, and a society in harmony with nature into society and culture. Also, emphasis was placed on support for volunteerism and sustaining automotive culture and manufacturing culture.

The Toyota Global Vision announced in March 2011 incorporates our commitment to pursuing Always Better Cars that exceed customer expectations and enriching the lives of communities to make people’s lives better. The global development of Toyota’s business is supported by numerous customers and stakeholders, and it is precisely for this reason that we believe it is essential that we work to enrich the lives of communities and promote social contribution activities by addressing the social issues of each region and country where our business has benefited as a member of the community. Some of these initiatives are introduced here in the Social Contribution Activities Section.

The Guiding Principles at Toyota and the Basic Principles and Policies of Social Contribution Activities

The Basic Principles and Policies of Social Contribution Activities are positioned below the Guiding Principles at Toyota and the explanatory Contribution towards Sustainable Development are intended to clarify the objectives of Toyota’s stance concerning social contribution activities as well as the scope of those activities. The central theme of the principles is “creating a prosperous society and achieving sustainable development.” This fundamental notion is shared throughout Toyota globally.

Guiding Principles (Abstract)

1. Honor the language and spirit of the law of every nation and undertake open and fair business activities to be a good corporate citizen of the world
2. Respect the culture and customs of every nation and contribute to economic and social development through corporate activities in their respective communities

CSR Policy: Contribution towards Sustainable Development (Abstract)

Wherever we do business, we actively promote and engage, both individually and with partners, in philanthropic activities that help strengthen communities and contribute to the enrichment of society.
Toyota’s Social Contribution Activities

Major Initiatives in Countries and Regions throughout the World

Along with its global business expansion, Toyota has been broadening its social contribution activities overseas, and its local affiliates are actively engaged in activities that address the societal needs of their local communities. Some of these activities are described below.

**Education**

- **China**
  - Toyota Study Assistance Fund
- **South Korea**
  - Toyota Weekend Farmers
- **United States**
  - Toyota Family Learning Program
  - Toyota activities based on the Toyota Production System

**Environment**

- **United Kingdom**
  - Cooperation with the Royal Botanic Gardens, Kew
- **Australia**
  - Toyota Concert Tour Vietnam
- **Brazil**
  - Toyota Study Assistance Fund

**Society and Culture**

- **Philippines**
  - Toyota Family Learning Program
  - Toyota Family Learning Program on the Toyota Production System
- **Vietnam**
  - Toyota Community Foundation
  - Toyota Study Assistance Fund

Contribution toward a New Mobile Society

The Toyota Mobility Foundation was established in August 2014 to provide support to non-profit organizations globally, research institutions, and other organizations that engage in activities aimed at developing a better mobile society. Based on Toyota’s founding principle of contributing to society through automobile manufacturing, the Foundation supports businesses and activities that link Always Better Cars that exceed customer expectation to Enriching Lives of Communities. To bring a smile to people’s faces as well as in the future, Toyota utilizes knowledge and innovative methods developed through automobile manufacturing to tackle the issues in the world’s mobility fields while collaborating with and sharing its beliefs with people in many organizations such as universities, governments, non-profit organizations, and research institutions.

Social Contribution Activities

**Basic Philosophy regarding Social Contribution Activities**

**Toyota Has Maintained Its Founding Principle of Contributing to Society and Undertaking Active Measures in a Wide Range of Fields with the Goal of Enriching the Lives of Communities**

Toyota conducts social contribution activities around the world for the developing of thriving societies and their continuous development with the aim of being a good corporate citizen that is respected by society.

Toyota has a long history of social contribution activities that can be traced back to Sakichi Toyoda. It all began when in 1925, 90 years ago, Sakichi, in his desire to support inventions that would enrich people’s lives, pledged one million yen (at the time) to the Imperial Invention Institute to encourage revolutionary battery-related inventions. This spirit was handed down to Kiichiro Toyoda, the founder of Toyota Motor Corporation, and the Five Main Principles of Toyota, which espouse contributing to the development and welfare of the country and feelings of gratitude, were formulated in 1935 in accordance with his dying request. The precepts have been handed down in an unbroken line to the present.

Since its foundation, Toyota has sought to contribute to the development of society based on the fundamental principle of creating a thriving society through manufacturing and car making. The Corporate Citizenship Activity Committee was established in 1989 under the leadership of the president, and the CSR Principles were adopted in 1995 and revised in April 2005. Toyota has established systems for the steady implementation of CSR programs and is undertaking collaboration on a global scale.

In the 1960s and 1970s, the focus of activities was on measures to improve traffic environments including research and proposals on traffic policy and traffic safety educational programs. In the 1990s, in addition to traffic safety programs, Toyota also conducted programs in Japan to support science and technology, promote culture, and address environmental issues. Toyota also expanded the scope of its CSR activities globally to include education and the environment. In 1998, we set the environment, traffic safety, and human resource development as three global priority fields, and in Japan supplemented their fields with the arts and culture and a society in harmony with nature, undertaking active CSR measures by using our resources including technology and expertise. In November 2009, the CSR Committee consolidated the arts, culture, and a society in harmony with nature into society and culture. Also, emphasis was placed on support for volunteerism and sustaining automotive culture and manufacturing culture.

The Toyota Global Vision announced in March 2011 incorporates our commitment to pursuing Always Better Cars that exceed customer expectations and enriching the lives of communities to make people’s lives better. The global development of Toyota’s business is supported by numerous customers and stakeholders, and it is precisely for this reason that we believe it is essential that we work to enrich the lives of communities and promote social contribution activities by addressing the social issues of each region and country where our business has benefited as a member of the community. Some of these initiatives are introduced here in the Social Contribution Activities Section.

The Guiding Principles at Toyota and the Basic Principles and Policies of Social Contribution Activities

The Basic Principles and Policies of Social Contribution Activities are positioned below the Guiding Principles at Toyota and the explanatory Contribution towards Sustainable Development are intended to clarify the objectives of Toyota’s stance concerning social contribution activities as well as the scope of those activities. The central theme of the principles is “creating a prosperous society and achieving sustainable development.” This fundamental notion is shared throughout Toyota globally.

**Guiding Principles (Abstract)**

1. Honor the language and spirit of the law of every nation and undertake open and fair business activities to be a good corporate citizen of the world
2. Respect the culture and customs of every nation and contribute to economic and social development through corporate activities in their respective communities

**CSR Policy: Contribution towards Sustainable Development (Abstract)**

1. The Toyota Global Vision announced in March 2011 incorporates our commitment to pursuing Always Better Cars that exceed customer expectations and enriching the lives of communities to make people’s lives better.
2. The global development of Toyota’s business is supported by numerous customers and stakeholders, and it is precisely for this reason that we believe it is essential that we work to enrich the lives of communities and promote social contribution activities by addressing the social issues of each region and country where our business has benefited as a member of the community. Some of these initiatives are introduced here in the Social Contribution Activities Section.

**The Guiding Principles at Toyota and the Basic Principles and Policies of Social Contribution Activities**

The Basic Principles and Policies of Social Contribution Activities are positioned below the Guiding Principles at Toyota and the explanatory Contribution towards Sustainable Development are intended to clarify the objectives of Toyota’s stance concerning social contribution activities as well as the scope of those activities. The central theme of the principles is “creating a prosperous society and achieving sustainable development.” This fundamental notion is shared throughout Toyota globally.

**Guiding Principles (Abstract)**

1. Honor the language and spirit of the law of every nation and undertake open and fair business activities to be a good corporate citizen of the world
2. Respect the culture and customs of every nation and contribute to economic and social development through corporate activities in their respective communities

**CSR Policy: Contribution towards Sustainable Development (Abstract)**

1. The Toyota Global Vision announced in March 2011 incorporates our commitment to pursuing Always Better Cars that exceed customer expectations and enriching the lives of communities to make people’s lives better.
2. The global development of Toyota’s business is supported by numerous customers and stakeholders, and it is precisely for this reason that we believe it is essential that we work to enrich the lives of communities and promote social contribution activities by addressing the social issues of each region and country where our business has benefited as a member of the community. Some of these initiatives are introduced here in the Social Contribution Activities Section.
Principles of Social Contribution Activities

<table>
<thead>
<tr>
<th>Purpose</th>
<th>We in the Toyota Group will undertake social contribution activities to contribute to sustainable social vital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stance</td>
<td>We will maximize the benefits of our social contribution activities by working with partners; by using our resources effectively; and by concentrating on initiatives that address real social needs, including the need for fostering human resources</td>
</tr>
<tr>
<td>Employee participation</td>
<td>We will support independent social contribution activities that our employees undertake as members of the community</td>
</tr>
<tr>
<td>Information disclosure</td>
<td>We will disclose information about our social contribution activities, aiming to promote the development and improvement of societies</td>
</tr>
<tr>
<td>Global perspective</td>
<td>We will adopt a global perspective on social contribution activities while adapting our activities to needs and circumstances in each nation and region where we operate</td>
</tr>
</tbody>
</table>

Social Contribution Activity Initiative Fields (Focus Areas)

All Toyota affiliates conduct independent social contribution activities centered on three focus fields—environment, traffic safety and education—with other fields added in accordance with local societal needs. In Japan, support of the "society and culture" has been added to the three focus fields. Emphasis is also placed on employee volunteer activities, with programs promoted through utilization of Toyota’s expertise and resources.

Furthermore, as we aim to contribute to society through monozukuri (manufacturing), we will put our efforts into carrying on automobile and manufacturing culture.

The ways of Toyota’s Social Contribution Activities

Social Issues
- Environment
- Traffic Safety
- Education

The ways of Toyota’s Social Contribution Activities

Social contribution activities centered on three focus fields

Contribution programs* Donation and Support Volunteer Donations through a foundation Operation in Cultural and Exhibit Facilities

Results of Social Contribution Activities (FY2014)

FY2014 Approx. 21.6 billion yen*

*The community service activity event that an enterprise puts into effect since one makes a plan and comes near in a case

Organization and Structure

[Japan] Domestic Implementation Structure Centered on Corporate Citizenship Division

In 1989, Toyota established the Corporate Citizenship Activity Committee chaired by the company president and comprised of relevant directors. It was renamed the CSR Committee in October 2007 after taking on several new functions previously carried out by other internal organizations. The Corporate Citizenship Division, a specialized division for corporate social contribution activities, plays a lead role in deploying activities.

Since April 2015, social contribution activities have been discussed at the Corporate Planning Meeting, which has been set up in conjunction with organizational changes that are intended to incorporate CSR into management and raise corporate value throughout management overall. The Corporate Planning Meeting has considered growth strategies that incorporate the value that Toyota provides with regard to a variety of social issues.

Domestic Implementation Structures

Board of Directors

Corporate Planning Meeting

Corporate Citizenship Division

Social Contribution Activities

Cooperating Divisions

Related Organizations/Facilities

Related organizations: Toyota Group companies, Toyota dealers, The Toyota Foundation, Toyota Technological Institute, Toyota Mobility Foundation
Related facilities: Environment: Forests of Toyota, Toyota Shokawa Go-Eco Institute, Toyota Mori Miyagawa Forest
Traffic Safety: Toyota Safety Education Center "mobilitas"
Education: Toyota Automobile Museum, Toyota Commemorative Museum of Industry and Technology, Sakihara Toyota Memorial House, Toyota Humanistic Communication Hall, Toyota Technipki Museum, MEGA WEB

[Overseas] Implementation Structure Centered on Toyota Regional Headquarters

Toyota and Toyota regional headquarters in North America, Europe, Asia and China have formed a network to strengthen their promotional efforts. The regional headquarters conduct promotion activities within their regions while maintaining close communications with Toyota.

Overseas Implementation Structure

U.S.A. The Philanthropy Executive Council under North American Executive Committee is responsible for leading philanthropy strategy and ongoing decision making as needed

Europe The Toyota Fund for Europe Board held on average twice a year is responsible for setting direction on social contribution activities, as well as for selection and approval of projects proposed to TME

Asia Regional social contribution meetings are led by TRAP to consider the deployment and direction of activities within the region

China TMCI 3 promotes activities in China based on local needs and in collaboration with related affiliates

* Toyota Motor Europe
* Toyota Motor Asia Pacific
* Toyota Motor China Investment

Cooperating Divisions

- Environmental Affairs Div. (Environmental preservation)
- General Administration Div. (Regional lobbying activities)
- Tokyo General Administration Div. (JAMA-related affair)
Principles of Social Contribution Activities

**Purpose**
We in the Toyota Group will undertake social contribution activities to contribute to sustainable social vital and welfare improvement.

**Stance**
We will maximize the benefits of our social contribution activities by working with partners, by using our resources effectively, and by concentrating on initiatives that address real social needs, including the need for fostering human resources that society and culture” has been added to the three focus fields. Emphasis is also placed on employee volunteer activities, with programs promoted through utilization of Toyota’s expertise and resources.

Furthermore, as we aim to contribute to society through manufacturing (manufacturing), we will put our efforts into carrying on automobile and manufacturing culture.

Social Contribution Activity Initiative Fields (Focus Areas)
All Toyota affiliates conduct independent social contribution activities centered on three focus fields—environmen, traffic safety and education—with other fields added in accordance with local societal needs. In Japan, support of the "society and culture" has been added to the three focus fields. Emphasis is also placed on employee volunteer activities, with programs promoted through utilization of Toyota’s expertise and resources.

The ways of Toyota’s Social Contribution Activities

**Results of Social Contribution Activities (FY2014)**

- Contribution programs*
- Donation and Support
- Volunteer
- Donation through a foundation
- Operation in Cultural and Exhibit Facilities

*The community service activity even that an enterprise puts it into effect since one makes a plan and comes near in a case.

Toyota’s Social Contribution Activities 2015

Organization and Structure

**[Japan] Domestic Implementation Structure Centered on Corporate Citizenship Division**

In 1989, Toyota established the Corporate Citizenship Activity Committee chaired by the company president and comprised of relevant directors. It was renamed the CSR Committee in October 2007 after taking on several new functions previously carried out by other internal organizations. The Corporate Citizenship Division, a specialized division for corporate social contribution activities, plays a lead role in deploying activities.

Since April 2015, social contribution activities have been discussed at the Corporate Planning Meeting, which has been set up in conjunction with organizational changes that are intended to incorporate CSR into management and raise corporate value throughout management overall. The Corporate Planning Meeting has considered growth strategies that incorporate the value that Toyota provides with regard to a variety of social issues.

**Domestic Implementation Structures**

<table>
<thead>
<tr>
<th>Board of Directors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Planning Meeting</td>
</tr>
<tr>
<td>Social Contribution Activities</td>
</tr>
<tr>
<td>Cooperating Divisions</td>
</tr>
<tr>
<td>Corporate Citizenship Division</td>
</tr>
<tr>
<td>- Support of activities by NPOs, NGOs, etc.</td>
</tr>
<tr>
<td>- Promotion of employee volunteer activities (Toyota Volunteer Center)</td>
</tr>
<tr>
<td>- Activities to promote understanding of automobile culture and Toyota corporate culture</td>
</tr>
<tr>
<td>Related Organizations/Facilities</td>
</tr>
<tr>
<td>- Related organizations: Toyota Group companies, Toyota dealers, The Toyota Foundation, Toyota Technological Institute, Toyota Mobility Foundation</td>
</tr>
<tr>
<td>- Related Facilities: Environment: Forests of Toyota, Toyota Shikaraka Go-Eco Institute, Toyota Moriyama Forest</td>
</tr>
<tr>
<td>- Traffic Safety: Toyota Safety Education Center “mobilitas”</td>
</tr>
<tr>
<td>- Culture: Toyota Automobile Museum, Toyota Commemorative Museum of Industry and Technology, Sakichi Toyoda Memorial House, Toyota-Kawagoe Communications Hall, Toyota-Koshien Museum, MEGA-MIB</td>
</tr>
</tbody>
</table>

**[Overseas] Implementation Structure Centered on Toyota Regional Headquarters**

Toyota and Toyota regional headquarters in North America, Europe, Asia and China have formed a network to strengthen their promotional efforts. The regional headquarters conduct promotional activities within their regions while maintaining close communications with Toyota.

**Overseas Implementation Structure**

**U.S.A.**

- The Philanthropic Executive Council under North American Executive Committee is responsible for leading philanthropic strategy and ongoing decision-making as needed

**Europe**

- The Toyota Fund for Europe Board held on average twice a year is responsible for setting direction on social contribution activities, as well as for selection and approval of projects proposed to TME

**Asia**

- Regional social contribution meetings are led by TMAP to consider the deployment and direction of activities within the region

**China**

- TMC promotes activities in China based on local needs and in collaboration with related affiliates

* Toyota Motor Europe

* Toyota Motor Asia Pacific

* Toyota Motor China Investment

* Toyota and major subsidiaries on a consolidated basis. Results for overseas affiliates have been calculated in Japanese yen based on the average exchange rate for fiscal 2014.
Environment

Basic Philosophy regarding Environmental Measures

With regard to the environment, one of the priority areas of social contribution activities, Toyota actively undertakes environmental education, support for environmental programs, and reforestation to support the sustainable development of thriving societies. Considering that forests are the basis of a sustainable society because of their public functions such as absorbing carbon dioxide, recharging water sources, and protecting biodiversity, Toyota has positioned the forests that it owns as valuable environmental infrastructure that must be protected and undertakes appropriate management and continuous ownership and preservation.

Starting with the adoption of the Forest of Toyota Plan in 1992, Toyota has implemented activities in Japan and overseas with an emphasis on collaboration with society and regions, and employees have undertaken independent regional environmental preservation through volunteer activities.

Project Examples

Forest of Toyota: Helping to Realize a Sustainable Society through Forestry Activities

Forest of Toyota, located in the suburb of Toyota City in Aichi Prefecture, used to be satoyama, which refers to forests in the interface between cities and nature that have been utilized by people.

It had been neglected because fewer people relied on satoyama for their livelihood, such as for firewood. In 1992, Toyota drew up the Forest of Toyota plan and conducted forestry activities that introduced sunlight and wind into the forest in order to restore a natural environment with rich biodiversity. A model forest was established in 1997 and made open to the public.

The accumulated data from monitoring the effects of forestry work over 10 years starting in 1998 has been made publicly accessible online. Know-how gained through the monitoring has been utilized to review methods of satoyama forestry and for environmental education programs.

At the Forest of Toyota, not only can visitors stroll around, but also hands-on forestry activities for local elementary children and various nature activities are implemented. Every year, around 7,000 school children participate in Forest of Toyota nature programs, and the number of visitors by the end of FY2014 topped 138,000.

Toyota Shirakawa-Go Eco-Institute: Valuing Nature’s Wisdom, Expanding Environmental Programs Rooted in the Community

The institute opened in the World Heritage site Shirakawa-Go in 2005 with the goal of providing opportunities for many more people to gain a deeper understanding of the environment. Visitors learn the importance of nature through hands-on environmental education programs including walking tours of the forest guided by “interpreters” in the morning, at night and sometimes in the snow.

In 2011, it received the Minister’s Prize in the Ministry of Environment’s 2nd Contest for Corporate Activities on Biodiversity, and in 2014, the cumulative number of visitors topped 155,000.

Toyota Motor Corporation

Social Contribution Activities 2015

section 2 Environment 19-22

section 3 Culture 23-26

section 4 Education 27-29

section 5 Society and Culture 30-33

section 6 Supporting Community and Education Activities 34-37

section 7 Cultural and Exhibit Facilities 38-41

section 8 Foundation 42-43

Toyonori Human Development Program: Project to Restore the Relationship between Cities and Rural Areas

Toyota City, the Support Center for Sustainable Regional Design (an NPO), and Toyota Motor Corporation have been running a joint project called "Toyomori," which focuses on human resource development. It aims to foster people who can create new business and lives utilizing local natural resources by touching on rural areas and lives of the people in Toyota City, where 70 percent of the area is forest.

A core element of the Toyomori project, opened in May 2009 to teach people about forestry resources, food, and agriculture in rural areas, as well as their arts and culture, in a one-to-two-year course of fieldwork and coursework. As of March 2015, the program had been conducted four times with approximately 90 people completing it. Among the course participants are individuals who started businesses, who moved from cities to local rural areas and started activities to disseminate information on nature and their lives, people who live in a city but conduct agricultural tasks, and are involved with traditional festivals with local residents.

In May 2015, 31 fifth-term students selected through public applications entered the program and began one year of activities based in the Asahi district of Toyota City, an area that is experiencing depopulation and aging of the population. Recognized as a socially responsible business approach contributing to local revitalization in association with a variety of entities by the Ministry of Economy, Trade and Industry, the program was introduced in the ministry’s Social Business Case Book in March 2011.

In November 2013, the program won the Selection Committee Chairman’s Prize of the Alright! Nippon Awards for city and rural village mutual benefit and exchange projects sponsored by the Ministry of Agriculture, Forestry, and Fisheries and other organizations. Then, the program was also selected in April 2014 as a finalist of the Second Nikkei Social Initiative Award, a prize presented to outstanding social businesses that use business methods to address various social issues, and was highly evaluated.

Forestry Volunteer Activities: Initiative to Develop Rich and Beautiful Forests

Volunteers gathered in Asuke Town, Toyota City, Aichi Prefecture with a commitment to conserving local forests, and started forest maintenance activities such as cutting underbrush and pruning in 2000. Their activities have expanded, and in 2008, the internal volunteer circle “Forest Keepers” was formulated and made an agreement with Toyota City to work on forestry activities in city-owned forests.

Thinning operations that keep forests in a healthy condition also immerse the participants in nature and contribute to their health and well-being. Another initiative, a woodcraft workshop utilizing timber from forest thinning, has been conducted for local residents.
section 2

Environment

Basic Philosophy regarding Environmental Measures

With regard to the environment, one of the priority areas of social contribution activities, Toyota actively undertakes environmental education, support for environmental programs, and reforestation to support the sustainable development of thriving societies. Considering that forests are the basis of a sustainable society because of their public functions such as absorbing carbon dioxide, recharging water sources, and protecting biodiversity, Toyota has positioned the forests that it owns as valuable environmental infrastructure that must be protected and undertakes appropriate management and continuous ownership and preservation.

Starting with the adoption of the Forest of Toyota Plan in 1992, Toyota has implemented activities in Japan and overseas with an emphasis on collaboration with society and regions, and employees have undertaken independent regional environmental preservation through volunteer activities.

Project Examples

Forest of Toyota: Helping to Realize a Sustainable Society through Forestry Activities

Forest of Toyota, located in the suburb of Toyota City in Aichi Prefecture, used to be satoyama, which refers to forests in the interface between cities and nature that have been utilized by people. It had been neglected because fewer people relied on satoyama for their livelihood, such as for firewood. In 1992, Toyota drew up the Forest of Toyota plan and conducted forestry activities that introduced sunlight and wind into the forest in order to restore a natural environment with rich biodiversity. A model forest was established in 1997 and made open to the public.

The accumulated data from monitoring the effects of forestry work over 10 years starting in 1998 has been made publicly accessible online. Knowledge gained through the monitoring has been utilized to review methods of satoyama forestry and for educational purposes.

At the Forest of Toyota, not only can visitors stroll around, but also hands-on nature programs for local elementary school children and various nature activities are implemented. Every year, around 7,000 school children participate in Forest of Toyota nature programs, and the number of visitors by the end of FY2014 topped 138,000.

Toyomori Human Development Program: Project to Restore the Relationship between Cities and Rural Areas

Toyota City, the Support Center for Sustainable Regional Design (an NPO), and Toyota Motor Corporation have been running a joint project called “Toyomori,” which focuses on human resource development. It aims to foster people who can create new business and lives utilizing local natural resources by touching on rural areas and lives of the people in Toyota City, where 70 percent of the area is forest.

A core element of the Toyomori project, opened in May 2009 to teach people about forestry resources, food, and agriculture in rural areas, as well as their arts and culture, in a one-to-two-year course of fieldwork and coursework. As of March 2015, the program had been conducted four times with approximately 90 people completing it. Among the course participants are individuals who started businesses, who moved from cities to local rural areas and started activities to disseminate information on nature and their lives, people who live in a city but conduct agricultural tasks, and are involved with traditional festivals with local residents.

In May 2015, 31 fifth-term students selected through public applications entered the program and began one year of activities based in the Asahi district of Toyota City, an area that is experiencing depopulation and aging of the population. Recognized as a socially responsible business approach contributing to local revitalization in association with a variety of entities by the Ministry of Economy, Trade and Industry, the program was introduced in the ministry’s Social Business Case Book in March 2011.

In November 2013, the program won the Selection Committee Chairman’s Prize of the Alright! Nippon Awards for city and rural village mutual benefit and exchange projects sponsored by the Ministry of Agriculture, Forestry, and Fisheries and other organizations. Then, the program was also selected in April 2014 as a finalist of the Second Nikkei Social Initiative Award, a prize presented to outstanding social businesses that use business methods to address various social issues, and was highly evaluated.

Forestry Volunteer Activities: Initiative to Develop Rich and Beautiful Forests

Volunteers gathered in Asuke Town, Toyota City, Aichi Prefecture with a commitment to conserving local forests, and started forest maintenance activities such as cutting underbrush and pruning in 2000. Their activities have expanded, and in 2008, the internal volunteer circle “Forest Keepers” was formulated and made an agreement with Toyota City to work on forestry activities in city-owned forests.

Thinning operations that keep forests in a healthy condition also immerse the participants in nature and contribute to their health and well-being. Another initiative, a woodcraft workshop utilizing timber from forest thinning, has been conducted for local residents.

Toyomori Human Development Program: Project to Restore the Relationship between Cities and Rural Areas

Toyota City, the Support Center for Sustainable Regional Design (an NPO), and Toyota Motor Corporation have been running a joint project called “Toyomori,” which focuses on human resource development. It aims to foster people who can create new business and lives utilizing local natural resources by touching on rural areas and lives of the people in Toyota City, where 70 percent of the area is forest.

A core element of the Toyomori project, opened in May 2009 to teach people about forestry resources, food, and agriculture in rural areas, as well as their arts and culture, in a one-to-two-year course of fieldwork and coursework. As of March 2015, the program had been conducted four times with approximately 90 people completing it. Among the course participants are individuals who started businesses, who moved from cities to local rural areas and started activities to disseminate information on nature and their lives, people who live in a city but conduct agricultural tasks, and are involved with traditional festivals with local residents.

In May 2015, 31 fifth-term students selected through public applications entered the program and began one year of activities based in the Asahi district of Toyota City, an area that is experiencing depopulation and aging of the population. Recognized as a socially responsible business approach contributing to local revitalization in association with a variety of entities by the Ministry of Economy, Trade and Industry, the program was introduced in the ministry’s Social Business Case Book in March 2011.

In November 2013, the program won the Selection Committee Chairman’s Prize of the Alright! Nippon Awards for city and rural village mutual benefit and exchange projects sponsored by the Ministry of Agriculture, Forestry, and Fisheries and other organizations. Then, the program was also selected in April 2014 as a finalist of the Second Nikkei Social Initiative Award, a prize presented to outstanding social businesses that use business methods to address various social issues, and was highly evaluated.

Forestry Volunteer Activities: Initiative to Develop Rich and Beautiful Forests

Volunteers gathered in Asuke Town, Toyota City, Aichi Prefecture with a commitment to conserving local forests, and started forest maintenance activities such as cutting underbrush and pruning in 2000. Their activities have expanded, and in 2008, the internal volunteer circle “Forest Keepers” was formulated and made an agreement with Toyota City to work on forestry activities in city-owned forests.

Thinning operations that keep forests in a healthy condition also immerse the participants in nature and contribute to their health and well-being. Another initiative, a woodcraft workshop utilizing timber from forest thinning, has been conducted for local residents.

Toyomori Human Development Program: Project to Restore the Relationship between Cities and Rural Areas

Toyota City, the Support Center for Sustainable Regional Design (an NPO), and Toyota Motor Corporation have been running a joint project called “Toyomori,” which focuses on human resource development. It aims to foster people who can create new business and lives utilizing local natural resources by touching on rural areas and lives of the people in Toyota City, where 70 percent of the area is forest.

A core element of the Toyomori project, opened in May 2009 to teach people about forestry resources, food, and agriculture in rural areas, as well as their arts and culture, in a one-to-two-year course of fieldwork and coursework. As of March 2015, the program had been conducted four times with approximately 90 people completing it. Among the course participants are individuals who started businesses, who moved from cities to local rural areas and started activities to disseminate information on nature and their lives, people who live in a city but conduct agricultural tasks, and are involved with traditional festivals with local residents.

In May 2015, 31 fifth-term students selected through public applications entered the program and began one year of activities based in the Asahi district of Toyota City, an area that is experiencing depopulation and aging of the population. Recognized as a socially responsible business approach contributing to local revitalization in association with a variety of entities by the Ministry of Economy, Trade and Industry, the program was introduced in the ministry’s Social Business Case Book in March 2011.

In November 2013, the program won the Selection Committee Chairman’s Prize of the Alright! Nippon Awards for city and rural village mutual benefit and exchange projects sponsored by the Ministry of Agriculture, Forestry, and Fisheries and other organizations. Then, the program was also selected in April 2014 as a finalist of the Second Nikkei Social Initiative Award, a prize presented to outstanding social businesses that use business methods to address various social issues, and was highly evaluated.
Toyota Mie Miyagawa Forest Project: Establishing a Model Forest with the Aim of Revitalizing Japan’s Forestry Industry

Toyota acquired 1,702 ha of mountainous forest in Odai Town, Taki District, Mie Prefecture in 2007 and began efforts to restore the forest, which was largely a man-made forest consisting of cedar and cypress. Large number of cedar and cypress trees were planted in Japan’s forests during the post-war period, but the domestic forestry industry declined as a result of slumping demand for Japanese timber, and today, many forests have been abandoned without maintenance and are over-density. The Toyota Mie Miyagawa Forest was also excessively dense, so work began with an emphasis on maintenance of areas where thinning was lagging. The aim was to create a forest that could benefit the public in ways such as recharging water sources and preventing landslide disasters. Furthermore, to make timber production more efficient, we are tackling various forestry-related issues, such as maintenance cost reduction and forest management based on accurate resource data. Toyota Mie Miyagawa Forest obtained Forest Stewardship Council™ certification in 2010.

Toyota has been holding a hands-on program called “Bioday” since 2014, which provides adults and children an opportunity to learn about forests while enjoying them, to more widely publicize the importance of these forest preservation activities and the connection between forests and people. This program is run jointly with Miyagawa Sinsengumi, an NPO active in the town of Odai, and the Ougadzani Nature School.  

Volunteering to Preserve Loggerhead Turtle Spawning Beach: Volunteer Activities Help Preserve Sandy Beach for Loggerhead Turtle Spawning

Omoteshima beach on the Atsumi Peninsula in Aichi Prefecture is known as a haven for spawning loggerhead turtles, but has suffered increasing erosion due to factors such as a decrease in the amount of earth and sand deposited by the Tennyu River. Its ecosystem is in jeopardy. Since 2011, once a year in spring, employees from Tahara Plant near the beach and the Head Office turn out to prepare for the loggerhead turtles’ return to their natural habitat.

Volunteers with completed sand arresting hedges in the background

Volunteering to Preserve Loggerhead Turtle Spawning Beach: Volunteer Activities Help Preserve Sandy Beach for Loggerhead Turtle Spawning

The forest, brighter after thinning

Environmental Conservation at Office Sites and in the Areas Surrounding Them

Toyota Motor Europe (TME) has been engaged in environmental conservation activities at its office sites and surrounding areas since 2008. During the six years from 2008 to 2013, a volunteer initiative called “Greenways Project” was conducted by TME employees and their family members. Volunteers cleaned and planted trees along 9 km of public roads from the TME Headquarters in Brussels to the Technical Center located in the suburbs. Every year, around 100 volunteers participated in part in the project, which collected 6,650 liters of trash and planted 6,500 trees over eight years. In 2014, TME also began an initiative to protect and promote biodiversity at its headquarters and technical center, and “Bioday” was held, finding a total of 200 species of plants, invertebrates, fungi, birds, and mammals. In 2015, as the first step toward promoting biodiversity, insect hotels were set up. In June, the Green Month, insects were found living in two insect hotels for the first time.

Revitalizing Japan’s Forestry Industry

Toyota Environmental Activities Grant Program: Supporting Research, Other Activities Related to Global Warming Countermeasures and Biodiversity Conservation

Toyota received a Global 500 Award from the United Nations Environment Programme (UNEP) in 1999, after the organization evaluated the effect of the world’s first mass-produced, mass-marketed hybrid vehicle, the Toyota Prius, and the implementation of our Environmental Management System. To commemorate this, since FY2000, Toyota has been soliciting proposals, selecting, and providing subsidies to the activities of non-profit organizations and other groups that undertake projects that contribute to the development of the next generation of human resources who will be responsible for environmental preservation in the future and to practical solutions to environmental issues. From FY2000 through FY2014, the program has supported 278 projects in 52 countries worldwide.

Helping Prevent Desertification for 14 Years

Toyota has been implementing an initiative to stop desertification in Xiaobazi Township, Fengeping Manchu Autonomous County, Hebei Province, China since 2001, in collaboration with partners such as the Chinese Academy of Sciences. The initiative’s measures were aimed at combating desertification while improving the lives of local residents and protecting the environment. The 10-year program ended in 2011 with trees planted on 5,000 hectares. Toyota established a training center and developed a system for sustainable tree-planting activities, and then transferred both the center and system to the local community. In 2011, management of the program was transferred to Toyota Motor (China) Investment, a local affiliate, which has been implementing such initiatives as tree planting by employee volunteers.

Toyota’s Social Contribution Activities 2015

To view the full document, please refer to the original source.
Toyota Mie Miyagawa Forest Project: Establishing a Model Forest with the Aim of Revitalizing Japan’s Forestry Industry

Toyota acquired 1,702 ha of mountainous forest in Odai Town, Taki District, Mie Prefecture in 2007 and began efforts to restore the forest, which was largely a xem-made forest consisting of cedar and cypress. Large number of cedar and cypress trees were planted in Japan’s forests during the post-war period, but the domestic forestry industry declined as a result of a slump in demand for Japanese timber, and today, many forests have been abandoned without maintenance and are over-grown. The Toyota Mie Miyagawa Forest was also excessively dense, so work began with an emphasis on maintenance of areas where thinning was lagging. The aim was to create a forest that could benefit the public in ways such as recharging water sources and preventing landslides and disasters. Furthermore, to make timber production more efficient, we are tackling various forestry-related issues, such as maintenance cost reduction and forest management based on accurate resource data. Toyota Mie Miyagawa Forest obtained Forest Stewardship Council® certification in 2010.

Toyota has been holding a hands-on program called “Bioday” since 2014, which provides adults and children an opportunity to learn about forests while enjoying them, to more widely publicize the importance of these forest preservation activities and the connection between forests and people. This program is run jointly with Miyagawa Shinsengumi, an NPO active in the town of Odai, and the Ooigamani Nature School.

Volunteering to Preserve Loggerhead Turtle Spawning Beach: Volunteer Activities Help Preserve Sandy Beach for Loggerhead Turtle Spawning

Ometsuhama beach on the Atsum Peninsula in Aichi Prefecture is known as a haven for spawning loggerhead turtles, but has suffered increasing erosion due to factors such as a decrease in the amount of earth and sand deposited by the Tenryu River. Its ecosystem is now in jeopardy. Since 2011, once a year in spring, employees from Tahara Plant near the beach and the Head Office turn out with their families and work in cooperation with a local NPO, “Ometsuhama Network,” to build hedges out of bamboo to serve as windbreaks and reduce erosion. They also clean the beach to prepare for the loggerhead turtles’ arrival for spawning, which starts in May.

Toyota Environmental Activities Grant Program: Supporting Research, Other Activities Related to Global Warming Countermeasures and Biodiversity Conservation

Toyota received a Global 500 Award from the United Nations Environment Programme (UNEP) in 1999, after the organization evaluated the effect of the world’s first mass-produced, mass-marketed hybrid vehicle, the Toyota Prius, and the implementation of our Environmental Management System. To commemorate this, since FY2000, Toyota has been soliciting proposals, selecting, and providing subsidies to the activities of non-profit organizations and other groups that undertake projects that contribute to the development of the next generation of human resources who will be responsible for environmental preservation in the future and to practical solutions to environmental issues. From FY2000 through FY2014, the program has supported 278 projects in 52 countries worldwide.

Environmental Conservation at Office Sites and in the Areas Surrounding Them

Toyota Motor Europe (TME) has been engaged in environmental conservation activities at its office sites and surrounding areas since 2008. During the six years from 2008 to 2013, a volunteer initiative called “Greenways Project” was conducted by TME employees and their family members. Volunteers cleaned and planted trees along 9 km of public roads from the TME Headquarters in Brussels to the Technical Center located in the suburbs. Every year, around 100 volunteers have participated in the project, which collected 6,650 liters of trash and planted 6,500 trees over eight years.

In 2014, TME also began an initiative to protect and promote biodiversity at its headquarters and technical center. First, a baseline survey was conducted at the sites, finding a total of 200 species of plants, invertebrates, fungi, birds, and mammals. In 2015, as the first step toward promoting biodiversity, insect hotels were set up. In June, the Green Month; insects were found living in two insect hotels for the first time.

Toyota Costa dos Corais (Coral Coast) Project: Contributing to Conservation of Coastal Ecosystem

Covering 11 municipalities in the northeastern Brazilian states of Alagoas and Pernambuco a Costa dos Corais, the largest marine protected area in the country and second largest in the world. Established in 1997 by the Brazilian government, with more than 413,000 hectares of protected area. However, preservation activities in the area have been insufficient and the ecosystem of the area is at risk.

The investment of Toyota do Brasil Foundation (TBF)—formed in April 2009 by Toyota do Brasil—in the project since 2011 makes possible the effective protection of the coral reefs and mangroves, and all flora and fauna existing in this unique ecosystem, including the manatee, the most endangered aquatic mammal in Brazil. To date, more than 40 manatees have been returned to their natural habitat.

In addition, the Toyota Costa dos Corais project also promotes scholarships for students in the region, encourages scientific research and knowledge cultivation by local universities and invests in the empowerment of local communities towards the development of economic activities compatible with environmental conservation.

The project encourages environmental preservation activities by local residents, and by working with local volunteers, more than three tons of garbage have been collected from the seashore so far.

In 2014, TBF marked the fifth anniversary of its establishment by conducting a stakeholder trip and providing information concerning the project to its many stakeholders.

Helping Prevent Desertification for 14 Years

Toyota has been implementing an initiative to stop desertification in Xiaobazi Township, Fengning Manchu Autonomous County, Hebei Province, China since 2001 in collaboration with partners such as the Chinese Academy of Sciences. The initiative’s measures were aimed at combating desertification while improving the lives of local residents and protecting the environment.

The 10-year program ended in 2011 with trees planted on 5,000 hectares. Toyota established a training center and developed a system for sustainable tree-planting activities, and then transferred both the center and system to the local community. In 2015, management of the program was transferred to Toyota Motor (China) Investment, a local affiliate, which has been implementing such initiatives as tree planting by employee volunteers.

Volunteers with completed sand arresting hedges in the background
Toyota Motor (China) Investment has been working with the Central Committee of the Communist Youth League of China and the All-China Youth Federation to solicit proposals for and support environmental preservation activities by youth from around China under the Toyota China Youth Environmental Protection Aid Program.

The program’s theme is “Everyone’s world, everyone’s responsibility.” Proposals are solicited regarding environmental education, ecosystem restoration, pollution prevention and resource conservation, and a screening committee of environmental protection experts select 10 proposals based on benefits, efficiency, originality, and other criteria. The winning groups receive financial support for their proposals and their representatives are invited to attend training sessions in Japan.

In 2013, the Power of Seeds Environmental Preservation Program, which allows for easy participation, was launched to foster interest in environmental preservation among the general public. Ideas that lead to environmental preservation are collected on a website and through a micro-blog and calls are made for new techniques to make environmental preservation a more immediate presence.

The Toyota Weekend Farmers program started by Toyota Motor Korea (TMKR) in 2012 is a hands-on environmental awareness-raising activity for 25 families selected from Toyota vehicle owner applicants. Each family is assigned a field of approximately 16.5 m<sup>2</sup>, where they grow a wide variety of vegetables from spring to autumn using organic cultivation methods. On the last Saturday of each month, TMKR employees also participate to learn methods of managing vegetable gardens and to harvest potatoes and tomatoes, making the program a forum for people to enjoy contact with nature and with each other. In November every year, Chinese cabbage is harvested and made into kimchee for donation to a homeless support center called “Anna House.” In 2014, 850 heads of Chinese cabbage were utilized.

Since 2005, as a social contribution initiative, Toyota Motor Thailand (TMT) has worked with Thai environmental NGOs to promote awareness of global warming and support sustainable global warming prevention activities. The effort named “Stop Global Warming” is a contest targeting municipalities and school students. Local residents and school students who participate in this contest learn about the mechanism of global warming and its impact, as well as actions that can help mitigate global warming, such as trash reduction and recycling, energy conservation, tree planting, and smart use of transportation. They also implement measures they designed themselves.

By 2014, the 10th year of the program, a total of 194 municipalities and 248 schools had participated, with the total number of projects reaching 2,387. Additionally, TMT established global warming learning centers in three locations. The volume of greenhouse gas emissions reduced through this program was more than 14,000 tons in CO<sub>2</sub> equivalent.
Toyota Motor (China) Investment has been working with the Central Committee of the Communist Youth League of China and the All-China Youth Federation to solicit proposals for and support environmental preservation activities by youth from around China under the Toyota China Youth Environmental Protection Program. The program’s theme is “Everyone’s world, everyone’s responsibility.” Proposals are solicited regarding environmental education, ecosystem restoration, pollution prevention and resource conservation, and a screening committee of environmental preservation experts select 10 proposals based on benefits, efficiency, originality, and other criteria. The winning groups receive financial support for their proposals and their representatives are invited to attend training sessions in Japan. In 2013, the Power of Seeds Environmental Preservation Program, which allows for easy participation, was launched to foster interest in environmental preservation among the general public. Ideas that lead to environmental preservation are collected on a website and through a micro-blog and calls are made for new techniques to make environmental preservation a more immediate presence.

Toyota Weekend Farmers: Promoting Environmental Awareness through Cultivating and Growing Vegetables

The Toyota Weekend Farmers program started by Toyota Motor Korea (TMKR) in 2012 is a hands-on environmental awareness-raising activity for 25 families selected from Toyota vehicle owner applicants. Each family is assigned a field of approximately 16.5 m², where they grow a wide variety of vegetables from spring to autumn using organic cultivation methods. On the last Saturday of each month, TMKR employees also participate to learn methods of managing vegetable gardens and to harvest potatoes and tomatoes, making the program a forum for people to enjoy contact with nature and with each other. In November every year, Chinese cabbage is harvested and made into kimchee for donation to a homeless support center called “Anna House.” In 2014, 850 heads of Chinese cabbage were utilized. Making kimchee from the harvested vegetables

Stop Global Warming: Supporting Municipalities and School Students in Their Activities to Help Prevent Global Warming

Since 2005, as a social contribution initiative, Toyota Motor Thailand (TMT) has worked with Thai environmental NGOs to promote awareness of global warming and support sustainable global warming prevention activities. The effort named “Stop Global Warming” is a contest targeting municipalities and school students. Local residents and school students who participate in this contest learn about the mechanism of global warming and its impact, as well as actions that can help mitigate global warming, such as trash reduction and recycling, energy conservation, tree planting, and smart use of transportation. They also implement measures they designed themselves. By 2014, the 10th year of the program, a total of 194 municipalities and 248 schools had participated, with the total number of projects reaching 2,387.

Additionally, TMT established global warming learning centers in three locations. The volume of greenhouse gas emissions reduced through this program was more than 14,000 tons in CO₂ equivalent.

Annual National Mayor’s Challenge for Water Conservation: Promoting Environmental Awareness through “My Water Pledge”

Toyota Motor Sales, U.S.A. has been supporting the Wyland Foundation’s Annual National Mayor’s Challenge for Water Conservation for four years. Residents who wish to participate in the challenge go to the website www.mywaterpledge.com and pledge which actions they will take for water resource conservation, CO₂ emissions reduction, etc. They can immediately discover the impact that each action will have over one year, leading to increasing environmental awareness. April, when Earth Day falls, is designated as a challenge month, and cities compete with each other on the basis of the percentage of residents who pledge. Participants of the city with the highest participation rate are entered into a draw to win hybrid vehicles and environment-related prizes. Initially, the program was a grassroots movement with only a handful of cities participating, but now mayors of more than 130 cities are calling on their residents to pledge. More than 32,000 people from all over the United States have pledged, including residents of cities that do not yet participate.

Toyota’s Social Contribution Activities - 2015

Japan

Social Contribution Activities 2015

Stop Global Warming, Supporting Municipalities and School Students in Their Activities to Help Prevent Global Warming

Toyota China Youth Environmental Protection Aid Program: Backing Projects Inspired by Young People

Toyota Motor (China) Investment has been working with the Central Committee of the Communist Youth League of China and the All-China Youth Federation to solicit proposals for and support environmental preservation activities by youth from around China under the Toyota China Youth Environmental Protection Program. The program’s theme is “Everyone’s world, everyone’s responsibility.” Proposals are solicited regarding environmental education, ecosystem restoration, pollution prevention and resource conservation, and a screening committee of environmental preservation experts select 10 proposals based on benefits, efficiency, originality, and other criteria. The winning groups receive financial support for their proposals and their representatives are invited to attend training sessions in Japan. In 2013, the Power of Seeds Environmental Preservation Program, which allows for easy participation, was launched to foster interest in environmental preservation among the general public. Ideas that lead to environmental preservation are collected on a website and through a micro-blog and calls are made for new techniques to make environmental preservation a more immediate presence.

Joint Initiative with Kew Gardens to Nurture Biodiversity

Ever since the Toyota Motor Manufacturing UK (TMUK) plant was built in Derbyshire, United Kingdom, in the 1990s, a wide variety of flora and fauna have established themselves at the plant site. Therefore, in 2004, TMUK established an on-site wildlife reserve in partnership with the Derbyshire Wildlife Trust to maintain and promote the ecological value of those self-sustaining areas. TMUK also established a partnership with the Royal Botanic Gardens, Kew, with the aim of creating sustainable habitats suitable for reproduction of the flora and fauna. To allow the animals and plants living both inside and outside the site to move in either direction and establish themselves easily, TMUK turned the routes surrounding the plant buildings into green belts, thereby establishing an ecological network (green grid) for the local area. This initiative is not transitory in nature, since TMUK plans to continue enhancing the habitats and to maintain and manage their current state which has been brought close to that of a natural environment.

Biodiversity has vastly improved through the green grid. Regular monitoring shows that the number of bee species increased from only one to six within one year, with the number of individuals increasing from 2 to 25. The number of butterfly species also increased from 4 to 10, with more than 100 individuals confirmed.

Making kimchee from the harvested vegetables

Environmental Initiative Contest Stop Global Warming

Stop Global Warming: Supporting Municipalities and School Students in Their Activities to Help Prevent Global Warming

Stop Global Warming is a contest targeting municipalities and school students.

The contest is organized by the Toyota Motor Manufacturing UK (TMUK) plant.

Proposals are solicited regarding environmental education, ecosystem restoration, pollution prevention and resource conservation, and a screening committee of environmental preservation experts select 10 proposals based on benefits, efficiency, originality, and other criteria. The winning groups receive financial support for their proposals and their representatives are invited to attend training sessions in Japan.

In 2013, the Power of Seeds Environmental Preservation Program, which allows for easy participation, was launched to foster interest in environmental preservation among the general public. Ideas that lead to environmental preservation are collected on a website and through a micro-blog and calls are made for new techniques to make environmental preservation a more immediate presence.

In 2014, the 10th year of the program, a total of 194 municipalities and 248 schools had participated, with the total number of projects reaching 2,387.

Additionally, TMT established global warming learning centers in three locations.

The volume of greenhouse gas emissions reduced through this program was more than 14,000 tons in CO₂ equivalent.

Joint Initiative with Kew Gardens to Nurture Biodiversity

Ever since the Toyota Motor Manufacturing UK (TMUK) plant was built in Derbyshire, United Kingdom, in the 1990s, a wide variety of flora and fauna have established themselves at the plant site. Therefore, in 2004, TMUK established an on-site wildlife reserve in partnership with the Derbyshire Wildlife Trust to maintain and promote the ecological value of those self-sustaining areas. TMUK also established a partnership with the Royal Botanic Gardens, Kew, with the aim of creating sustainable habitats suitable for reproduction of the flora and fauna. To allow the animals and plants living both inside and outside the site to move in either direction and establish themselves easily, TMUK turned the routes surrounding the plant buildings into green belts, thereby establishing an ecological network (green grid) for the local area. This initiative is not transitory in nature, since TMUK plans to continue enhancing the habitats and to maintain and manage their current state which has been brought close to that of a natural environment.

Biodiversity has vastly improved through the green grid. Regular monitoring shows that the number of bee species increased from only one to six within one year, with the number of individuals increasing from 2 to 25. The number of butterfly species also increased from 4 to 10, with more than 100 individuals confirmed.

Annual National Mayor’s Challenge for Water Conservation: Promoting Environmental Awareness through “My Water Pledge”

Toyota Motor Sales, U.S.A. has been supporting the Wyland Foundation’s Annual National Mayor’s Challenge for Water Conservation for four years. Residents who wish to participate in the challenge go to the website www.mywaterpledge.com and pledge which actions they will take for water resource conservation, CO₂ emissions reduction, etc. They can immediately discover the impact that each action will have over one year, leading to increasing environmental awareness. April, when Earth Day falls, is designated as a challenge month, and cities compete with each other on the basis of the percentage of residents who pledge. Participants of the city with the highest participation rate are entered into a draw to win hybrid vehicles and environment-related prizes.

Initially, the program was a grassroots movement with only a handful of cities participating, but now mayors of more than 130 cities are calling on their residents to pledge. More than 32,000 people from all over the United States have pledged, including residents of cities that do not yet participate.
Traffic Safety

Basic Philosophy regarding Traffic Safety Measures

Toyota is addressing traffic safety through integration of people, cars, and the traffic environment with the aim of completely eliminating traffic casualties. As a part of these efforts, Toyota has been conducting educational activities since the 1960s, targeting people such as drivers and pedestrians, to raise awareness of traffic safety and has continuously implementing various programs for a wide range of people. Such programs are also being newly conducted in overseas affiliates.

Project Examples

Toyota Traffic Safety Campaign: Conducted Every Spring and Autumn in Concert with Japan’s National Traffic Safety Campaigns

The growing number of traffic accidents was recognized as a social problem in 1960s. To help reduce the number, Toyota, Toyota dealers and other affiliated companies started the Toyota Traffic Safety Campaign in 1969. This year marks Toyota's 47th year holding this event, to coincide with national traffic safety campaigns. Toyota donates traffic safety picture books and story cards to children entering kindergartens and nursery schools nationwide to provide road safety education and mitigate road accidents involving small children. These educational materials show children the danger of running onto the road and help them to learn how to cross the road correctly. The picture books also have a section for parents, which includes statistics on accidents involving small children and shows parents the advantages of using child restraint systems. Approximately 2.55 million picture books and 48,000 story cards were published in FY2014. More than 120 million picture books and 1.3 million story cards have been published to date.

In consideration of the higher rates of road accidents in twilight hours compared to other times of the day, Toyota calls attention to this statistic and provides traffic safety educational materials. Parents are instructed about crossing streets safely, and children are also instructed about being more aware of their surroundings from driving postures, how a vehicle moves, and how to use safety equipment. The materials show children the danger of running onto the road and help them to learn how to cross the road correctly. The picture books also have a section for parents, which includes statistics on accidents involving small children and shows parents the advantages of using child restraint systems. Approximately 2.55 million picture books and 48,000 story cards were published in FY2014. More than 120 million picture books and 1.3 million story cards have been published to date.

In consideration of the higher rates of road accidents in twilight hours compared to other times of the day, Toyota calls attention to this statistic and provides traffic safety educational materials. Parents are instructed about crossing streets safely, and children are also instructed about being more aware of their surroundings from driving postures, how a vehicle moves, and how to use safety equipment. The materials show children the danger of running onto the road and help them to learn how to cross the road correctly. The picture books also have a section for parents, which includes statistics on accidents involving small children and shows parents the advantages of using child restraint systems. Approximately 2.55 million picture books and 48,000 story cards were published in FY2014. More than 120 million picture books and 1.3 million story cards have been published to date.

Toyota Driver Communication: Safe Driving Seminars Aimed at Raising Traffic Safety Awareness

Toyota has its own safe-driving program, which is conducted for drivers at companies and other organizations. The program, which includes actual driving, helps drivers to learn correct driving postures, how a vehicle moves, and how to use safety equipment. The drivers are also instructed about being more aware of their surroundings from a safety viewpoint.

The program was launched in 1987 with the goal of reducing the number of traffic accidents involving younger drivers. Since then, both target age groups and venues have extended, and programs are held year-round at Toyota Safety Education Center “mobilitas” (located at Fuji Speedway), MEGA WEB, Toyota Driving School Tokyo, Toyota Driving School Gunma, and Chubu Nippon Driver School. In FY2014, around 13,000 people attended the safe driving program, bringing the cumulative total to over 80,000.

At “mobilitas,” the expansive facilities and various road surfaces are used to offer drivers to experience the effectiveness of and proper techniques for using safety equipment, and they safely experience how a car acts when it goes beyond the skid point.

Hands-on Traffic Safety Events: Traffic Safety Education through a Wide Range of Hands-on Activities Offered Wherever People Gather

Aiming to provide traffic safety educational programs that take root in communities, Toyota ties up with local government organizations nationwide as well as private companies to present hands-on traffic safety events. These events constitute an effective program for raising safety awareness. In FY2014, we set up traffic safety stands at the Shizuoka Prefecture People's Fair and other public events.

Among the activities offered were a Visual Field Training Experience that provided the opportunity to experience the world through the eyes of a child or elderly person: a Reflective Material Demonstration that allowed visitors to see for themselves the effectiveness of reflective materials at night, and a Reflective Keyring Workshop, where visitors made their own original reflective object to carry on themselves.

Toyota Safety School: Teaching Traffic Safety to Local Children

Every year, Toyota Safety School, which takes place at the Toyota Kaikan Museum and Toyota Safety Education Center “mobilitas,” invites children from kindergartens and nursery schools located near Toyota City, Aichi Prefecture and Oyama-cho, Shizuoka Prefecture.

At the Toyota Kaikan Museum, participating children enjoy learning about traffic safety rules through performances, traffic safety skits, quizzes and other events. They also view a helpful video and are encouraged to think about the dangers around them. During street-crossing practice, children practice crossing the street with a traffic light while making sure it is safe to cross. At mobilitas, a dedicated traffic safety facility, full-sized vehicles are used to re-create actual traffic environments to help educate children, along with their guardians, such habits as how to cross at the crossing, the meaning of traffic signals, and the dangers of running into the street.

This program has been conducted at 3,541 kindergartens and nursery schools since its inception in 1975 and has been attended by 252,997 kindergarten and nursery school children, as well as 14,544 of their guardians, thus becoming an intrinsic community activity.

Development of Traffic Safety Education Tools: Pikkari Reflective Screen and Visual Field Learning Board

Traffic safety is difficult to teach just by verbal repetition, so Toyota has developed educational tools to provide hands-on experiences that are simple to follow and easily grasped.

In recent years, many elderly people have been involved in traffic accidents while walking at night, underlining the growing need for people to wear reflective materials that shine in vehicle headlamps or other light sources. We devised the Pikkari Reflective Screen in 2014. When people look at the screen through a pair of goggles with a lamp attached, it shows clearly the effectiveness of reflective materials and the different visibility of different colors, reinforcing the importance of wearing reflective materials.

Children and elderly pedestrians sometimes become accident victims due to their narrow visual fields that prevent them from seeing cars. Our solution was to devise the Visual Field Learning Board. People can check the angle of their field of vision by looking at the other side through the board, whereby they experience a child or elderly person’s narrow field of vision, underlining the importance of checking right and left when using a crossing, when driving, or in other traffic situations.

Traffic Safety Educational Materials

The "mobilitas" program allows drivers to experience "dangerous" situations in a safe environment.

Toya Safety School: Teaching Traffic Safety to Local Children

Every year, Toyota Safety School, which takes place at the Toyota Kaikan Museum and Toyota Safety Education Center “mobilitas,” invites children from kindergartens and nursery schools located near Toyota City, Aichi Prefecture and Oyama-cho, Shizuoka Prefecture.

At the Toyota Kaikan Museum, participating children enjoy learning about traffic safety rules through performances, traffic safety skits, quizzes and other events. They also view a helpful video and are encouraged to think about the dangers around them. During street-crossing practice, children practice crossing the street with a traffic light while making sure it is safe to cross. At mobilitas, a dedicated traffic safety facility, full-sized vehicles are used to re-create actual traffic environments to help educate children, along with their guardians, such habits as how to cross at the crossing, the meaning of traffic signals, and the dangers of running into the street.

This program has been conducted at 3,541 kindergartens and nursery schools since its inception in 1975 and has been attended by 252,997 kindergarten and nursery school children, as well as 14,544 of their guardians, thus becoming an intrinsic community activity.

Development of Traffic Safety Education Tools: Pikkari Reflective Screen and Visual Field Learning Board

Traffic safety is difficult to teach just by verbal repetition, so Toyota has developed educational tools to provide hands-on experiences that are simple to follow and easily grasped.

In recent years, many elderly people have been involved in traffic accidents while walking at night, underlining the growing need for people to wear reflective materials that shine in vehicle headlamps or other light sources. We devised the Pikkari Reflective Screen in 2014. When people look at the screen through a pair of goggles with a lamp attached, it shows clearly the effectiveness of reflective materials and the different visibility of different colors, reinforcing the importance of wearing reflective materials.

Children and elderly pedestrians sometimes become accident victims due to their narrow visual fields that prevent them from seeing cars. Our solution was to devise the Visual Field Learning Board. People can check the angle of their field of vision by looking at the other side through the board, whereby they experience a child or elderly person’s narrow field of vision, underlining the importance of checking right and left when using a crossing, when driving, or in other traffic situations.
Toyota is addressing traffic safety through integration of people, cars, and the traffic environment with the aim of completely eliminating traffic casualties. As a part of these efforts, Toyota has been conducting educational activities since the 1960s, targeting people such as drivers and pedestrians, to raise awareness of traffic safety and has continuously implementing various programs for a wide range of people. Such programs are also being newly conducted in overseas affiliates.

Project Examples

Toyota Traffic Safety Campaign: Conducted Every Spring and Autumn in Concert with Japan’s National Traffic Safety Campaigns

The growing number of traffic accidents was recognized as a social problem in 1960s. To help reduce the number, Toyota, Toyota dealers and other affiliated companies started the Toyota Traffic Safety Campaign in 1969. This year marks Toyota’s 47th year holding this event, to coincide with national traffic safety campaigns.

Toyota donates traffic safety picture books and story cards to children entering kindergartens and nursery schools nationwide to provide road safety education and mitigate road accidents involving small children. These educational materials show children the danger of running onto the road and help them to learn how to cross the road correctly. The picture books also have a section for parents, which includes statistics on accidents involving small children and shows parents the advantages of using child restraint systems. Approximately 2.55 million picture books and 48,000 story cards were published in FY2014. More than 120 million picture books and 1.3 million story cards have been published to date. In consideration of the higher rates of road accidents in twilight hours compared to other times of the day, Toyota calls attention to this statistic and promotes the wearing of reflectors.

Toyota Driver Communication: Safe Driving Seminars Aimed at Raising Traffic Safety Awareness

Toyota has its own safe-driving program, which is conducted for drivers at companies and other organizations. The program, which includes actual driving, helps drivers to learn correct driving postures, how a vehicle moves, and how to use safety equipment. The drivers are also instructed about being more aware of their surroundings from a safety viewpoint.

The program was launched in 1987 with the goal of reducing the number of traffic accidents involving younger drivers. Since then, both target age groups and venues have extended, and programs are held year-round at Toyota Safety Education Center “mobilitas” (located at Fuji Speedway), MEGA WEB, Toyota Driving School Tokyo, Toyota Driving School Gunma, and Chubu Nippon Driver School. In FY2014, around 13,000 people attended the safe driving program, bringing the cumulative total to over 80,000.

At “mobilitas,” the expansive facilities and various road surfaces are used to their fullest to allow drivers to experience the effectiveness of and proper techniques for using safety equipment, and they safely experience how a car acts when it goes beyond the skid point.

Hands-on Traffic Safety Events: Traffic Safety Education through a Wide Range of Hands-on Activities Offered Wherever People Gather

Aiming to provide traffic safety educational programs that take root in communities, Toyota ties up with local government organizations nationwide as well as private companies to present hands-on traffic safety events. These events constitute an effective program for raising safety awareness. In FY2014, we set up traffic safety stands at the Shizuoka Prefecture People’s Fair and other public events.

Among the activities offered were a Visual Field Training Experience that provided the opportunity to experience the world through the eyes of a child or elderly person: a Reflective Material Demonstration that allowed visitors to see for themselves the effectiveness of reflective materials at night, and a Reflective Keyring Workshop, where visitors made their own original reflective object to carry on themselves.

Toyota Safety School: Teaching Traffic Safety to Local Children

Every year, Toyota Safety School, which takes place at the Toyota Kaikan Museum and Toyota Safety Education Center “mobilitas,” invites children from kindergartens and nursery schools located near Toyota City, Aichi Prefecture and Okayama-cho, Shizuoka Prefecture.

At the Toyota Kaikan Museum, participants enjoy learning about traffic safety rules through performances, traffic safety skits, quizzes and other events. They also view a helpful video and are encouraged to think about the dangers around them. During street-crossing practice, children practice crossing the street with a traffic light while making sure it is safe to cross. At mobilitas, a dedicated traffic safety facility, full-sized vehicles are used to re-create actual traffic environments to help educate children, along with their guardians, such habits as how to cross at the crossing, the meaning of traffic signals, and the dangers of running into the street.

This program has been conducted at 3,541 kindergartens and nursery schools since its inception in 1975 and has been attended by 252,997 kindergartens and nursery school children, as well as 13,544 of their guardians, thus becoming an intrinsic community activity.

Development of Traffic Safety Education Tools: Pikkari Reflective Screen and Visual Field Learning Board

Traffic safety is difficult to teach just by verbal repetition, so Toyota has developed educational tools to provide hands-on experiences that are simple to follow and easily grasped.

In recent years, many elderly people have been involved in traffic accidents while walking at night, underlining the growing need for people to wear reflective materials that shine in vehicle headlamps or other light sources. We devised the Pikkari Reflective Screen in 2014. When people look at the screen through a pair of goggles with a lamp attached, it shows clearly the effectiveness of reflective materials and the different visibility of different colors, reinforcing the importance of wearing reflective materials.

Children and elderly pedestrians sometimes become accident victims due to their narrow visual fields that prevent them from seeing cars. Our solution was to devise the Visual Field Learning Board. People can check the angle of their field of vision by looking at the other side through the board, whereby they experience a child or elderly person’s narrow field of vision, underlining the importance of checking right and left when using a crossing, when driving, or in other traffic situations.
Toyota and You: Supporting Road Safety Education for Young People

Statistics in Argentina show that young drivers with less than two years of experience are involved in a disproportionately high percentage of car accidents. The response of Toyota Argentina S.A. (TASA) to this alarming fact was to develop a free three-hour program called “Toyota and You.” Targeted at teenage drivers and their parents, it aims to highlight the critical relationship between level of concentration and speed of reaction to hazards. The program has been in operation since 2008.

The participants learn safe driving habits and the importance of basic techniques, and how much a simple act such as drinking a beverage or talking on a cell phone while driving can diminish their responsiveness in braking and steering. In other sequences, they can practice driving on dry and wet surfaces and drive on a slalom course, all under the supervision of professional drivers.

Parents also learn the fundamentals of road safety, and experience the importance of wearing a seatbelt aboard a collision simulator. Children and parents reunite at the end of the session to discuss what they learned. Every family group receives a “contract” checklist of safety pledges at the completion of the program.

Meanwhile, in “Toyota and You Kid,” a new educational program for children aged between five and nine, drama is used to teach awareness of driver and pedestrian safety. To date, the program has reached more than 7,000 children.

Support for Traffic Safety Activities by Toyota Community Foundation

The Toyota Community Foundation (TCF) was established in 2011 to consolidate Toyota Australia’s social contribution activities. As part of its grant activities to support traffic safety, four years ago TCF became a major partner of the non-profit organization Road Safety Education (RSE).

Active since 2001, RSE works to contribute to the advancement of a safe traffic environment and the reduction of traffic accident casualties. With the declared aspiration of being the leading player in traffic safety education for young people in Australia, it also holds practical and highly effective traffic safety awareness workshops for students aged between 16 and 18. This is an important age when the car begins to figure more significantly in young people’s lives, as they start to drive themselves or ride as passengers with novice drivers.

One of the workshops is a one-day program, in which participants experience braking at different driving speeds, study driving techniques useful in everyday situations, hear talks from traffic accident victims and bereaved family members, and hear advice from experts on how to ensure their own safety and that of people around them. Through the partnership with TCF, every year more than 50,000 high school students take part in the program. Additionally, surveys drawing on Toyota’s technologies, networks, expertise, and other corporate resources are being used to help extend the program throughout Australia and improve its continuity.

Traffic Safety Education for Children

Traffic accidents in Cambodia are a challenging social problem. In 2014, Toyota (Cambodia) Co., Ltd. started holding traffic safety education events for 5- to 15-year-old children. The first event was held on a weekend in August at a large shopping mall, and was attended by around 50 people. Experts from Cambodian non-governmental organizations in the field of traffic safety gave lectures and showed animated films, traffic police explained the meaning of road signs, and there were game sessions to test understanding, allowing the children to acquire traffic awareness in a fun atmosphere. The second event was held in September at the same location for children of the same age group. These events were successful in raising traffic safety awareness not only among the participating children, but also members of the public visiting the shopping mall.

Driving Schools Opened in Collaboration with Dealers

Toyota Kirloskar Motor is collaborating with dealers to open a series of Toyota Driving Schools in India to promote compliance with traffic regulations, traffic safety, eco-driving, and other aspects of good driving practice.

In March 2015, the first school was opened at a dealership in southern India. Most traffic accidents in India are caused by poorly developed safe driving techniques. Toyota hopes to contribute to reducing traffic accidents through its initiative. The schools offer two programs designed to enable participants to drive with confidence in a safe and enjoyable manner: the Start Program helps beginners to get accustomed to driving, while the Smart Program is for experienced drivers to refine their skills. At each stage of the training, an overall evaluation and feedback are provided—a feature that distinguishes this program from those offered by other schools. Five further schools are due to open by the end of FY2015.

Safe Driving Education for Airport Taxi Drivers

Every year in January, India holds a Road Safety Week, in which a wide variety of educational activities take place nationwide. As part of this program, Toyota Kirloskar Motor held training sessions for around 1,280 airport taxi drivers on safe and eco-friendly driving. Health checkups and eye tests were also offered. As a result, 306 drivers were found to have eyesight problems and were issued with spectacles free of charge. Four drivers were found to require electrocardiogram testing and were referred to hospitals.

Statistics in Argentina show that young drivers with less than two years of experience are involved in a disproportionately high percentage of car accidents. The response of Toyota Argentina S.A. (TASA) to this alarming fact was to develop a free three-hour program called “Toyota and You.” Targeted at teenage drivers and their parents, it aims to highlight the critical relationship between level of concentration and speed of reaction to hazards. The program has been in operation since 2008.

The participants learn safe driving habits and the importance of basic techniques, and how much a simple act such as drinking a beverage or talking on a cell phone while driving can diminish their responsiveness in braking and steering. In other sequences, they can practice driving on dry and wet surfaces and drive on a slalom course, all under the supervision of professional drivers.

Parents also learn the fundamentals of road safety, and experience the importance of wearing a seatbelt aboard a collision simulator. Children and parents reunite at the end of the session to discuss what they learned. Every family group receives a “contract” checklist of safety pledges at the completion of the program.

Meanwhile, in “Toyota and You Kid,” a new educational program for children aged between five and nine, drama is used to teach awareness of driver and pedestrian safety. To date, the program has reached more than 7,000 children.

Support for Traffic Safety Activities by Toyota Community Foundation

The Toyota Community Foundation (TCF) was established in 2011 to consolidate Toyota Australia’s social contribution activities. As part of its grant activities to support traffic safety, four years ago TCF became a major partner of the non-profit organization Road Safety Education (RSE).

Active since 2001, RSE works to contribute to the advancement of a safe traffic environment and the reduction of traffic accident casualties. With the declared aspiration of being the leading player in traffic safety education for young people in Australia, it also holds practical and highly effective traffic safety awareness workshops for students aged between 16 and 18. This is an important age when the car begins to figure more significantly in young people’s lives, as they start to drive themselves or ride as passengers with novice drivers.

One of the workshops is a one-day program, in which participants experience braking at different driving speeds, study driving techniques useful in everyday situations, hear talks from traffic accident victims and bereaved family members, and hear advice from experts on how to ensure their own safety and that of people around them. Through the partnership with TCF, every year more than 50,000 high school students take part in the program. Additionally, surveys drawing on Toyota’s technologies, networks, expertise, and other corporate resources are being used to help extend the program throughout Australia and improve its continuity.

Traffic accidents in Cambodia are a challenging social problem. In 2014, Toyota (Cambodia) Co., Ltd. started holding traffic safety education events for 5- to 15-year-old children. The first event was held on a weekend in August at a large shopping mall, and was attended by around 50 people. Experts from Cambodian non-governmental organizations in the field of traffic safety gave lectures and showed animated films, traffic police explained the meaning of road signs, and there were game sessions to test understanding, allowing the children to acquire traffic awareness in a fun atmosphere. The second event was held in September at the same location for children of the same age group. These events were successful in raising traffic safety awareness not only among the participating children, but also members of the public visiting the shopping mall.

Driving Schools Opened in Collaboration with Dealers

Toyota Kirloskar Motor is collaborating with dealers to open a series of Toyota Driving Schools in India to promote compliance with traffic regulations, traffic safety, eco-driving, and other aspects of good driving practice.

In March 2015, the first school was opened at a dealership in southern India. Most traffic accidents in India are caused by poorly developed safe driving techniques. Toyota hopes to contribute to reducing traffic accidents through its initiative. The schools offer two programs designed to enable participants to drive with confidence in a safe and enjoyable manner: the Start Program helps beginners to get accustomed to driving, while the Smart Program is for experienced drivers to refine their skills. At each stage of the training, an overall evaluation and feedback are provided—a feature that distinguishes this program from those offered by other schools. Five further schools are due to open by the end of FY2015.
Toyota and You: Supporting Road Safety Education for Young People

Statistics in Argentina show that young drivers with less than two years of experience are involved in a disproportionately high percentage of car accidents. The response of Toyota Argentina S.A. (TASA) to this alarming fact was to develop a free three-hour program called “Toyota and You.” Targeted at teenage drivers and their parents, it aims to highlight the critical relationship between level of concentration and speed of reaction to hazards. The program has been in operation since 2008.

The participants learn safe driving habits and the importance of basic techniques, and how much a simple act such as drinking a beverage or talking on a cell phone while driving can diminish their responsiveness in braking and steering. In other sequences, they can practice driving on dry and wet surfaces and drive on a slalom course, all under the supervision of professional drivers. Parents also learn the fundamentals of road safety, and experience the importance of wearing a seatbelt aboard a collision simulator. Children and parents reunite at the end of the session to discuss what they learned. Every family group receives a “contract” checklist of safety pledges at the completion of the program.

Meanwhile, in “Toyota and You Kid,” a new an educational program for children aged between five and nine, drama is used to teach awareness of driver and pedestrian safety. To date, the program has reached more than 7,100 children.

Support for Traffic Safety Activities by Toyota Community Foundation

The Toyota Community Foundation (TCF) was established in 2011 to consolidate Toyota Australia’s social contribution activities. As part of its grant activities to support traffic safety, four years ago TCF became a major partner of the non-profit organization Road Safety Education (RSE). Active since 2001, RSE works to contribute to the advancement of a safe traffic environment and the reduction of traffic accident casualties. With the declared aspiration of being the leading player in traffic safety education for young people in Australia, it also holds practical and highly effective traffic safety awareness workshops for students aged between 16 and 18. This is an important age when the car begins to figure more significantly in young people’s lives, as they start to drive themselves or ride as passengers with novice drivers.

One of the workshops is a one-day program, in which participants experience braking at different driving speeds, study driving techniques useful in everyday situations, hear talks from traffic accident victims and bereaved family members, and hear advice from experts on how to ensure their own safety and that of people around them. Through the partnership with TCF, every year more than 50,000 high school students take part in the program. Additionally, surveys drawing on Toyota’s technologies, networks, expertise, and other corporate resources are being used to help extend the program throughout Australia and improve its continuity.

Traffic Safety Education for Children

Traffic accidents in Cambodia are a challenging social problem. In 2014, Toyota (Cambodia) Co., Ltd. started holding traffic safety education events for 5- to 15-year-old children. The first event was held on a weekend in August at a large shopping mall, and was attended by around 50 people. Experts from Cambodian non-governmental organizations in the field of traffic safety gave lectures and showed animated films, traffic police explained the meaning of road signs, and there were game sessions to test understanding, allowing the children to acquire traffic awareness in a fun atmosphere. The second event was held in September at the same location for children of the same age group. These events were successful in raising traffic safety awareness not only among the participating children, but also members of the public visiting the shopping mall.

Driving Schools Opened in Collaboration with Dealers

Toyota Kirloskar Motor is collaborating with dealers to open a series of Toyota Driving Schools in India to promote compliance with traffic regulations, traffic safety, eco-driving, and other aspects of good driving practice. In March 2015, the first school was opened at a dealership in southern India. Most traffic accidents in India are caused by poorly developed safe driving techniques. Toyota hopes to contribute to reducing traffic accidents through its initiative. The schools offer two programs designed to enable participants to drive with confidence in a safe and enjoyable manner: the Start Program helps beginners to get accustomed to driving, while the Smart Program is for experienced drivers to refine their skills. At each stage of the training, an overall evaluation and feedback are provided—a feature that distinguishes this program from those offered by other schools. Five further schools are due to open by the end of FY2015.

Safe Driving Education for Airport Taxi Drivers

Every year in January, India holds a Road Safety Week, in which a wide variety of educational activities take place nationwide. As part of this program, Toyota Kirloskar Motor held training sessions for around 1,280 airport taxi drivers on safe and eco-friendly driving. Health checkups and eye tests were also offered. As a result, 306 drivers were found to have eye-sight problems and were issued with spectacles free of charge. Four drivers were found to require electrocardiogram testing and were referred to hospitals.
Traffic Safety Educational Activities through Hands-on Events, Social Media, and Other Channels

China

China has seen a rapid rise in car ownership. However, this has resulted in frequent congestion, traffic accidents and other issues, especially in major cities. The need has therefore arisen for an improvement in traffic safety awareness and traffic etiquette among drivers and pedestrians.

Toyota Motor (China) Investment (TMC) has responded since 2005 by organizing hands-on traffic safety events in Beijing, Shanghai, Guangzhou, Chengdu and other major cities, which have so far attracted around 30,000 participants.

In 2014, to bring its campaign to the attention of a larger audience, TMC began devising stories, comic strips, and animated films illustrating simple lessons in traffic safety and traffic etiquette, which it posted on newly created social networking sites and video-sharing websites. For children, the same kind of comic strips are issued in booklet form.

White Road Campaign: Nationwide Rollout of Traffic Safety Education Program for Children

Toyota Motor Thailand (TMT) has promoted a traffic safety campaign called “White Road” (connotes “safe road” in Thai) since 1988. As part of that, it opened White Road Theme Parks in Bangkok and elsewhere. These popular parks have courses where children aged 4 to 12 can enjoy learning about traffic safety. In 2005, TMT started a traffic safety campaign featuring mascots called “Milky Way and the Gang” for elementary school students, and distributes animated films to schools nationwide. In all, 22.7 million children have benefited from these programs.

Starting in 2011, TMT, in cooperation with Toyota dealers, has conducted traffic safety campaigns at 77 locations nationwide, targeting young people, beginner drivers, and other groups, to raise traffic safety awareness. Furthermore, from 2013, TMT started a new program to instruct trainers of all the dealers in Thailand about safe driving, in cooperation with Thailand’s Department of Land Transport. The program is five days long (in theory and in practice) and the instructors include TMT TPA (Transportation Administrator) drivers and Department of Land Transport instructors.

TMT set itself a goal to pass safe driving knowledge to dealer trainers, who will then share their knowledge to their employees, customers and eventually to their communities by conducting their own safe driving. Much of the knowledge used in this course refers to TMC’s “mobilitas.”

TMT’s activities are conducted with the cooperation of Thailand’s Ministry of Education, traffic police, Ministry of Transport, Bangkok Metropolitan Administration, and the Thailand Traffic Safety Network. Its long standing initiatives have been acclaimed by the Thai government.

Activities to Raise Children’s Traffic Safety Awareness

Traffic accidents are a major social problem in Turkey, resulting in injuries and deaths of many children.

To raise children’s traffic safety awareness through early childhood education, since 2005, Toyota Motor Manufacturing Turkey (TMMT) has participated in the National Traffic Safety Week event in Sakarya Province, where TMMT is headquartered. As part of this event, TMMT holds a children’s painting contest with a traffic safety theme, to help raise children’s traffic safety awareness and to nurture their creativity. TMMT employees help to run the contest as volunteers.

TMMT has also held a Traffic Safety School since 2010, using animation to teach second graders about traffic rules and proper seatbelt use. The class includes a hands-on program whereby students experience nighttime visibility. So far, over 6,500 children have taken these classes.

TeenDrive365: Promoting Traffic Safety Education for Teens

Automobile crashes are the leading cause of death for teenagers in the United States, with the first year a teenager gets their driver’s license in particular the most dangerous. Based on these facts, Toyota Motor Sales, U.S.A. is conducting TeenDrive365, a driving safety initiative that encourages teens to learn safe driving with the help of their families.

TeenDrive365 provides information, videos, and other content to spark discussion between teens and parents about safe driving, and also hosts events at dealerships and high schools. Here, participants can learn about the dangers that can occur during driving, and acquire knowledge and skills necessary to avoid accidents.

Toyota Safety Driving Program: Safety Driving Instructor Training Program

In January 2015, Toyota Motor Vietnam, Co., Ltd. (TMV) and Vietnam Traffic Police (VTP) signed a Memorandum of Understanding (MOU) to implement the Toyota Safety Driving Training Program.

The Toyota Safety Driving Training Program is the first “training for trainers” program. It selects a total of eight candidates from VTP officers and TMV employees, with the aim of cultivating a team of core instructors through one-year training. Advisors are sent from Toyota Motor Corporation to Vietnam to directly help instructor candidates improve their safe driving skills and traffic safety mediant.

The trained instructors are expected to hold driving seminars, etc. to help reduce traffic accidents in Vietnam in the future.
Traffic Safety Educational Activities through Hands-on Events, Social Media, and Other Channels

China

China has seen a rapid rise in car ownership. However, this has resulted in frequent congestion, traffic accidents and other issues, especially in major cities. The need has therefore arisen for an improvement in traffic safety awareness and traffic etiquette among drivers and pedestrians.

Toyota Motor China Investment (TMC) has responded since 2005 by organizing hands-on traffic safety events in Beijing, Shanghai, Guangzhou, Chengdu and other major cities, which have so far attracted around 30,000 participants.

In 2014, to bring its campaign to the attention of a larger audience, TMC began devising stories, comic strips, and animated films illustrating simple lessons in traffic safety and traffic etiquette, which it posted on newly created social networking sites and video-sharing websites. For children, the same kind of comic strips are issued in booklet form.

White Road Campaign: Nationwide Rollout of Traffic Safety Education Program for Children

Thailand

Toyota Motor Thailand (TMT) has promoted a traffic safety campaign called “White Road” (connotes “safe road” in Thai) since 1988. As part of that, it opened White Road Theme Parks in Bangkok and elsewhere. These popular parks have courses where children aged 4 to 12 can enjoy learning about traffic safety. In 2005, TMT started a traffic safety campaign featuring mascots called “Milky Way and the Gang” for elementary school students, and distributes animated films to schools nationwide. In all, 2.27 million children have benefited from these programs.

Starting in 2011, TMT, in cooperation with Toyota dealers, has conducted traffic safety campaigns at 77 locations nationwide, targeting young people, beginner drivers, and other groups, to raise traffic safety awareness. Furthermore, from 2013, TMT started a new program to instruct trainers of all the dealers in Thailand about safe driving, in cooperation with Thailand’s Department of Land Transport. The program is five days long (in theory and in practice) and the instructors include TMT TPA (Transportation Administrator) drivers and Department of Land Transport instructors.

TMT set itself a goal to pass safe driving knowledge to dealer trainers, who will then share their knowledge to their employees, customers and eventually to their communities by conducting their own safe driving. Much of the knowledge used in this course refers to TMC’s “mobilitas.”

TMT’s activities are conducted with the cooperation of Thailand’s Ministry of Education, traffic police, Ministry of Transport, Bangkok Metropolitan Administration, and the Thailand Traffic Network. Its long standing initiatives have been acclaimed by the Thai government.

TeenDrive365: Promoting Traffic Safety Education for Teens

United States

Automobile crashes are the leading cause of death for teenagers in the United States, with the first year a teenager gets their driver’s license in particular the most dangerous. Based on these facts, Toyota Motor Sales, U.S.A. is conducting TeenDrive365, a driving safety initiative that encourages teens to learn safe driving with the help of their families.

TeenDrive365 provides information, videos, and other content to spark discussion between teens and parents about safe driving, and also hosts events at dealerships and high schools. Here, participants can learn about the dangers that can occur during driving, and acquire knowledge and skills necessary to avoid accidents.

Toyota Safety Driving Program: Safety Driving Instructor Training Program

Vietnam

In January 2015, Toyota Motor Vietnam, Co., Ltd. (TMV) and Vietnam Traffic Police (VTP) signed a Memorandum of Understanding (MOU) to implement the Toyota Safety Driving Training Program.

The Toyota Safety Driving Training Program is the first “training for trainers” program. It selectst a total of eight candidates from VTP officers and TMV employees, with the aim of cultivating a team of core instructors through one-year training. Advisors are sent from Toyota Motor Corporation to Vietnam to directly help instructor candidates improve their safe driving skills and traffic safety mindset.

The trained instructors are expected to hold driving seminars, etc. to help reduce traffic accidents in Vietnam in the future.

Activities to Raise Children’s Traffic Safety Awareness
Toyota Children Meet Artists Program: Workshop-Style Classes that Enhance Sensitivity and Cultivate Dreams

Toyota hopes children, who will be the leaders of tomorrow, can discover their own individuality and accept the individuality of others so that they can contribute to building a prosperous society. Conducted in cooperation with the NPO Artist's Studio in a School (ASIAS), this educational program has been carried out throughout Japan since 2004. Dancers and contemporary artists visit schools and work with teachers to create workshop-style classes that emphasize learning through hands-on activities involving music and movement. In addition, these workshops are a means for educators and other adults to pick up hints for their educational activities.

So far, more than 70 workshops have been held in 14 areas around the nation, and more than 6,700 children have attended.

Scientific Jack-in-the-Box! Why/What Lectures: Spurring Interest in Science and Technology and Foster Dreams

Toyota has been addressing the problem of youth moving away from the sciences by holding a scientific workshop program for children annually since 1996. Interested Toyota Engineering Society* members serve as instructors of free lectures held at science and other museums and Toyota-related facilities nationwide.

The lecture curricula are all original Toyota programs, including "vehicle aerodynamics" and "electric power recovery vehicles." The programs aim to elicit children's creative thinking as well as develop interest in "making things."

So far, over 380 of these lectures have been held in 45 of Japan's prefectures and some 29,200 children have participated.

* Toyota Engineering Society: A voluntary organization created to enhance the technical skills and talents of members, promote friendship and contribute to the development of technological fields in various business areas. There are approximately 30,000 members.

Scientific Jack-in-the-Box! Why/What Lectures: Spurring Interest in Science and Technology and Foster Dreams

Making air flows visible using a simple wind tunnel

Giant Caterpillar Windmill Workshop

Copycat Dancing Workshops at an elementary school

Automobile Technical Training Course for Brazilian Residents in Japan

This course was created in 1999 as a part of Toyota's social contribution programs in response to a 1998 request from Fernando Guimarães Reis, then the Brazilian Ambassador to Japan for cooperation with the education of the children of Brazilian citizens living in Japan.

A full-time, one-year automobile maintenance skills course (with maximum capacity of 20 students) conducted in Portuguese was created at the Toyota Technical College Nagoya to support employment after the students return to Brazil. The course is taught by Brazilian instructors and is tailored to local automotive conditions in Brazil. Over 16 years, approximately 310 students have completed the course. Many of the students have returned to Brazil, where they use the knowledge and skills they acquired to contribute to the development of the automobile industry in their home country.

Toyota Technological Institute: Cultivating International Industrial Leaders

As a part of Toyota's social contribution activities, Toyota Technological Institute (TTI) was established in 1981 with the founding philosophy of "Always be studious and creative, striving to stay ahead of the times" as stated in the precepts of the founder Sakichi Toyoda. TTI has been training highly creative engineers proficient in practical development skills through small-group instruction (one teacher to about 10 students) and a curriculum rich in experiments and hands-on training, maintaining a 100% student employment rate.

In 2003, TTI collaborated with the University of Chicago to open the postgraduate-level Toyota Technological Institute at Chicago (TTI-C), which conducts research exchange in the field of information science and high-quality international education.

In 2011, to coincide with the 30th anniversary of its opening, the institute started planning the renewal of its campus on its existing site. Construction began in 2014 with a target completion date of 2019.

Toyota Technological Institute at Chicago

Toyota Technical College Nagoya to support employment after the students return to Brazil. The course is taught by Brazilian instructors and is tailored to local automotive conditions in Brazil. Over 16 years, approximately 310 students have completed the course. Many of the students have returned to Brazil, where they use the knowledge and skills they acquired to contribute to the development of the automobile industry in their home country.

Toyta Technological Institute: Cultivating International Industrial Leaders

As a part of Toyota's social contribution activities, Toyota Technological Institute (TTI) was established in 1981 with the founding philosophy of “Always be studious and creative, striving to stay ahead of the times” as stated in the precepts of the founder Sakichi Toyoda. TTI has been training highly creative engineers proficient in practical development skills through small-group instruction (one teacher to about 10 students) and a curriculum rich in experiments and hands-on training, maintaining a 100% student employment rate.

In 2003, TTI collaborated with the University of Chicago to open the postgraduate-level Toyota Technological Institute at Chicago (TTI-C), which conducts research exchange in the field of information science and high-quality international education.

In 2011, to coincide with the 30th anniversary of its opening, the institute started planning the renewal of its campus on its existing site. Construction began in 2014 with a target completion date of 2019.
Education

Basic Philosophy regarding Education, Human Resource Development Programs

In the area of education, human resource development, Toyota provides support for the human resources that will become the leaders of tomorrow in accordance with our principle that “Monozukuri is about Developing People.”

By respecting the culture and practices of each country and region and engaging in business activities with close community ties, we are working to create an enriching society while promoting measures that support labor and education, instill sensitivity, and convey the importance of manufacturing to achieve the sustainable development of such a society.

Project Examples

Toyot a Children Meet Artists Program: Workshop-Style Classes that Enhance Sensitivity and Cultivate Dreams

Toyota hopes children, who will be the leaders of tomorrow, can discover their own individuality and accept the individuality of others so that they can contribute to building a prosperous society. Conducted in cooperation with the NPO Artist’s Studio in a School (ASIAS), this educational program has been carried out throughout Japan since 2004. Dancers and contemporary artists visit schools and work with teachers to create workshop-style classes that emphasize the learning process through hands-on activities involving music and movement. In addition, these workshops are a means for educators and other adults to pick up hints for new educational activities.

So far, more than 70 workshops have been held in 14 areas around the nation, and more than 6,700 children have attended.

Scientific Jack-in-the-Box Why/What Lectures: Spurring Interest in Science and Technology and Foster Dreams

Toyota has been addressing the problem of youth moving away from the sciences by holding a scientific workshop program for children annually since 1996. Interested Toyota Engineering Society* members serve as instructors of free lectures held at science and other museums and Toyota related facilities nationwide.

The lecture curricula are all original Toyota programs, including “vehicle aerodynamics” and “electric power recovery vehicles.” The programs aim to elicit children’s creative thinking as well as develop interest in “making things.”

So far, over 380 of these lectures have been held in 45 of Japan’s prefectures and some 29,200 children have participated.

* Toyota Engineering Society: A voluntary organization created to enhance the technical skills and talents of members, promote friendship and contribute to the development of technological fields in various business areas. There are approximately 30,000 members.

Automobile Technical Training Course for Brazilian Residents in Japan

This course was created in 1999 as a part of Toyota's social contribution programs in response to a 1998 request from Fernando Gúmaraes Reis, then the Brazilian Ambassador to Japan for cooperation with the education of the children of Brazilian citizens living in Japan.

A full-time, one-year automobile maintenance skills course (with maximum capacity of 20 students) conducted in Portuguese was created at the Toyota Technical College Nagoya to support employment after the students return to Brazil. The course is taught by Brazilian instructors and is tailored to local automotive conditions in Brazil. Over 16 years, approximately 310 students have completed the course. Many of the students have returned to Brazil, where they use the knowledge and skills they acquired to contribute to the development of the automobile industry in their home country.

Toyota Technological Institute: Cultivating International Industrial Leaders

As a part of Toyota's social contribution activities, Toyota Technological Institute (TTI) was established in 1981 with the founding philosophy of "Always be studious and creative, striving to stay ahead of the times" as stated in the precepts of the founder Sakichi Toyoda. TTI has been training highly creative engineers proficient in practical development skills through small-group instruction (one teacher to about 10 students) and a curriculum rich in experiments and hands-on training, maintaining a 100% student employment rate.

In 2003, TTI collaborated with the University of Chicago to open the postgraduate-level Toyota Technological Institute at Chicago (TTI-C), which conducts research exchange in the field of information science and high-quality international education.

In 2011, to coincide with the 30th anniversary of its opening, the institute started planning the renewal of its campus on its existing site. Construction began in 2014 with a target completion date of 2019.

In 2011, to coincide with the 30th anniversary of its opening, the institute started planning the renewal of its campus on its existing site. Construction began in 2014 with a target completion date of 2019.

In 2011, to coincide with the 30th anniversary of its opening, the institute started planning the renewal of its campus on its existing site. Construction began in 2014 with a target completion date of 2019.

In 2011, to coincide with the 30th anniversary of its opening, the institute started planning the renewal of its campus on its existing site. Construction began in 2014 with a target completion date of 2019.

In 2011, to coincide with the 30th anniversary of its opening, the institute started planning the renewal of its campus on its existing site. Construction began in 2014 with a target completion date of 2019.

In 2011, to coincide with the 30th anniversary of its opening, the institute started planning the renewal of its campus on its existing site. Construction began in 2014 with a target completion date of 2019.

In 2011, to coincide with the 30th anniversary of its opening, the institute started planning the renewal of its campus on its existing site. Construction began in 2014 with a target completion date of 2019.
Toyota Study Assistance Fund: Providing High-Achieving Students with Wide-Ranging Support

Toyota and the China Soong Ching Ling Foundation (CSCFL) jointly established the Toyota Study Assistance Fund in 2006 to support high-achieving Chinese students who face financial hurdles to entering universities or pursuing graduate degrees. Every year, ten students from each of the selected universities, in inland regions of China, receive four-year scholarships.

Other enrichment programs such as leadership training are also provided, students are invited to Japan to tour Toyota dealers, and other facilities, and support for student job-search activities is also offered.

The program, which began with 20 universities, was extended for an additional three years in 2014. The scope was expanded to 26 universities and an online community was created for students, graduates, CSCFL, and Toyota to create networking opportunities.

Inland regions of China are expected to undergo further economic development. The support for students who will become the leaders of tomorrow is expected to reach some 2,600 persons over the 11-year period from 2006 to 2017.

Toyota Teach: Supporting Stronger Local Communities

In 1992, Toyota South Africa Motors and The Toyota South Africa Foundation established the Toyota Teach Primary School Project aimed at elementary schoolchildren in a former township and rural areas where educational has historically been poor. The project’s main objective is to provide children with the primary-level education they should normally receive, to which end it supports teachers’ understanding and teaching ability in mathematics, natural science and technology, languages, and child psychology, thereby promoting improved academic achievement among pupils. The program also places emphasis on management of school finances and healthy child development, and provides educational psychologists as advisors.

As part of the program, workshops in mathematics, natural science and technology, and languages are offered to schools and teachers who are unable to provide teaching in the full range of school subjects or in accordance with official policy. These are used in order to provide a curriculum in accordance with the educational guidelines laid down by the Department of Education and to grasp the actual situation. Additionally, to achieve all-round improvement in the functions the school is able to manage, support is provided to school governors and managers.

Moreover, in order to stay abreast of the latest trends and advances in education, the program develops curriculum structures and cultivates educational specialists. Toward a general improvement in school operation, mentors visit schools, where they recommend measures to deal with issues and check on the state of program.

In order to stay abreast of the latest trends and advances in education, the program develops curriculum structures and cultivates educational specialists. Toward a general improvement in school operation, mentors visit schools, where they recommend measures to deal with issues and check on the state of program.

Toyota Family Learning Program: Contributing to the Development of U.S. Society

Since 1991, Toyota Motor North America has committed over 46 million dollars to promote the Toyota Family Learning Program in partnership with the National Center for Families Learning (NCFL) across the United States. This program is now implemented in over 266 locations in 54 cities in 31 states.

Toyota Motor North America provides funding for the first three years of the program at each location. Based on this funding, cities and communities build their own local funding collaborations to sustain operation of their programs on a long-term basis.

The basic tenet of the program is to help the entire family learn together to address important societal issues, such as safety, environmental protection, finance, current education systems, traffic, and health.

Focus

Dream Class for the MIRAI (Future) in Toyota City: Teaching Children the Importance of Teamwork and Having Dreams

In May 2015, Toyota became a sponsor for the JFA Kokoro Project, implemented jointly by the Japan Football Association and Toyota City. Lessons began in 51 classes at 22 elementary schools in Toyota City.

Under the name “Dream Class for the MIRAI (Future) in Toyota City,” athletes belonging to Toyota Motor’s athletics clubs along with athletes from JFA act as “dream teachers.” Athletes from each sports area visit their local elementary schools and play games with the children that involve physical activity in the gymnasium and hold classroom conversations using a Dream Curve. Children are thus taught the power of having dreams and the importance of hard work and teamwork. Young Toyota employees are also sent to the schools to support the lessons as volunteers.

A chart showing the difficulties dream teachers face in pursuing their dreams, how they overcome these difficulties, and what they learned

Focus

Work Experience Program to Nurture Children’s Dream and Goals

As part of its career education initiative, Toyota started to hold its Work Experience Program at Toyota Kaikan Museum in 2014 aiming to help elementary and junior high school students consider the meaning of work. In the first year, children experienced jobs such as guide or shopkeeper to learn how to welcome visitors. In the second year, children also experienced jobs such as quality inspector or production engineer to figure out how high quality casting and molding parts are made. Employees conveyed to the students what was important in performing their work. After completing their work, children made comments such as “I learned the significance of always being conscious about customers” and “This was a very good experience for me because I want to work for Toyota in the future.” At the conclusion of the program, the children received their salary in imaginary currency and eagerly spent it shopping at the gift shop of the museum.

Employees participating in a game requiring teamwork

Employee volunteers participating in a game requiring teamwork

Employees experiencing what it is like to be an exhibit guide

A chart showing the difficulties dream teachers face in pursuing their dreams, how they overcome these difficulties, and what they learned

Focus

Dream Class for the MIRAI (Future) in Toyota City: Teaching Children the Importance of Teamwork and Having Dreams

In May 2015, Toyota became a sponsor for the JFA Kokoro Project, implemented jointly by the Japan Football Association and Toyota City. Lessons began in 51 classes at 22 elementary schools in Toyota City.

Under the name “Dream Class for the MIRAI (Future) in Toyota City,” athletes belonging to Toyota Motor’s athletics clubs along with athletes from JFA act as “dream teachers.” Athletes from each sports area visit their local elementary schools and play games with the children that involve physical activity in the gymnasium and hold classroom conversations using a Dream Curve. Children are thus taught the power of having dreams and the importance of hard work and teamwork. Young Toyota employees are also sent to the schools to support the lessons as volunteers.

A chart showing the difficulties dream teachers face in pursuing their dreams, how they overcome these difficulties, and what they learned

Focus

Work Experience Program to Nurture Children’s Dream and Goals

As part of its career education initiative, Toyota started to hold its Work Experience Program at Toyota Kaikan Museum in 2014 aiming to help elementary and junior high school students consider the meaning of work. In the first year, children experienced jobs such as guide or shopkeeper to learn how to welcome visitors. In the second year, children also experienced jobs such as quality inspector or production engineer to figure out how high quality casting and molding parts are made. Employees conveyed to the students what was important in performing their work. After completing their work, children made comments such as “I learned the significance of always being conscious about customers” and “This was a very good experience for me because I want to work for Toyota in the future.” At the conclusion of the program, the children received their salary in imaginary currency and eagerly spent it shopping at the gift shop of the museum.

Employees participating in a game requiring teamwork

Employee volunteers participating in a game requiring teamwork

Employees experiencing what it is like to be an exhibit guide

A chart showing the difficulties dream teachers face in pursuing their dreams, how they overcome these difficulties, and what they learned

Focus
Toyota Study Assistance Fund: Providing High-Achieving Students with Wide-Ranging Support

Toyota and the China Soong Ching Ling Foundation (CSCLF) jointly established the Toyota Study Assistance Fund in 2006 to support high-achieving Chinese students who face financial hurdles to entering universities or pursuing graduate degrees. Every year, ten students from each of the selected universities, in inland regions of China, receive four-year scholarships.

Other enrichment programs such as leadership training are also provided, students are invited to Japan to tour Toyota dealers, and other facilities, and support for student job-search activities is also offered.

The program, which began with 20 universities, was extended for an additional three years in 2014. The scope was expanded to 26 universities and an online community was created for students, graduates, CSCLF, and Toyota to create networking opportunities.

Inland regions of China are expected to undergo further economic development. The support for students who will become the leaders of tomorrow is expected to reach some 2,600 persons over the 11-year period from 2006 to 2017.

Toyota Teach: Supporting Stronger Local Communities

In 1992, Toyota South Africa Motors and The Toyota South Africa Foundation established the Toyota Teach Primary School Project aimed at elementary schoolschildren in a former township and rural areas where educational has historically been poor. The project’s main objective is to provide children with the primary-level education they should normally receive, to which end it supports teachers’ understanding and teaching ability in mathematics, natural science and technology, languages, and child psychology, thereby promoting improved academic achievement among pupils. The program also places emphasis on management of school finances and healthy child development, and provides educational psychologists as advisors.

As part of the program, workshops in mathematics, natural science and technology, and languages are offered to schools and teachers who are unable to provide teaching in the full range of school subjects or in accordance with official policy. These are used in order to provide a curriculum in accordance with the educational guidelines laid down by the Department of Education and to grasp the actual situation. Additionally, to achieve all-round improvement in the functions the school is able to manage, support is provided to school governors and managers.

Moreover, in order to stay abreast of the latest trends and advances in education, the program develops curriculum structures and cultivates educational specialists. Toward a general improvement in school operation, mentors visit schools, where they recommend measures to deal with issues and check on the state of progress.

Toyota Teach has so far provided support to around 400 schools, 1,500 teachers and 210,000 elementary school children.

Toyota Family Learning Program: Contributing to the Development of U.S. Society

Since 1991, Toyota Motor North America has committed over $64 million dollars to promote the Toyota Family Learning Program in partnership with the National Center for Families Learning (NCFL) across the United States. This program is now implemented in over 266 locations in 54 cities in 31 states.

Toyota Motor North America provides funding for the first three years of the program at each location. Based on this funding, cities and communities build their own local funding collaborations to sustain operation of their programs on a long-term basis.

The basic tenet of the program is to help the entire family learn together to address important societal issues, such as safety, environmental protection, finance, current education systems, traffic, and health.

Focus

Dream Class for the MIRAI (Future) in Toyota City: Teaching Children the Importance of Teamwork and Having Dreams

In May 2015, Toyota became a sponsor for the JFA Kokoro Project, implemented jointly by the Japan Football Association and Toyota City. Lessons began in 51 classes at 22 elementary schools in Toyota City.

Under the name “Dream Class for the MIRAI (Future) in Toyota City,” athletes belonging to Toyota Motor’s athletics clubs along with athletes from JFA act as “dream teachers.” Athletes from each sports area visit their local elementary schools and play games with the children that involve physical activity in the gymnasium and hold classroom conversations using a Dream Curve.* Children are thus taught the power of having dreams and the importance of hard work and teamwork. Young Toyota employees are also sent to the schools to support the lessons as volunteers.

Focus

Work Experience Program to Nurture Children’s Dream and Goals

As part of its career education initiative, Toyota started to hold its Work Experience Program at Toyota Kaikan Museum in 2014 aiming to help elementary and junior high school students consider the meaning of work. In the first year, children experienced jobs such as guide or shopkeeper to learn how to welcome visitors. In the second year, children also experimented jobs such as quality inspector or production engineer to figure out how high quality casting and molding parts are made. Employees conveyed to the students what was important in performing their work. After completing their work, children made comments such as “I learned the significance of always being conscious about customers” and “This was a very good experience for me because I want to work for Toyota in the future.” At the conclusion of the program, the children received their salary in imaginary currency and eagerly spent it shopping at the gift shop of the museum.
Society and Culture

Basic Philosophy regarding Social and Cultural Programs

Toyota set the environment, traffic safety, and human resource development as global priority areas for its social contribution activities, and in Japan society and culture has been added for maximum utilization of Toyota's expertise and resources for the implementation of programs. Support is provided primarily in two areas with the aim of creating an enriching society: With regard to the arts and culture, Toyota supports music, theater, and other programs with an emphasis on promoting local culture, supporting youth, and expanding perspectives. In the social sphere, Toyota supports melkmat programs, social welfare, and autonomous lifestyles through communication and the pursuit of mutual benefit with local communities in order to create a society where various people respect and support each other.

Project Examples

Toyota Community Concert: Contributing to Promotion of Regional Culture through Music

Toyota and its domestic sales companies, along with the Federation of Japan Amateur Orchestras Corp., support concerts by amateur orchestras in various communities all over Japan. The concerts, which include challenging performances by community orchestras as they play with professional conductors or soloists as well as concerts performed in social welfare facilities and hospitals in communities that have few opportunities to hear live music, are enjoyed by all including classical music aficionados and first-time concert-goers. Since the program was launched in 1981, a total of 1,500 concerts have been held throughout Japan with some 1.21 million people attending. The Toyota Music Library, which provides free loans of orchestra sheet music, opened in 1986 and has been used by a wide range of groups from school orchestras to community orchestras.

Toyota Youth Orchestra Camp: Supporting Future Leaders of Local Culture

The Toyota Youth Orchestra Camp is a four-day music camp conducted each year since 1985 in collaboration with the Federation of Japan Amateur Orchestras to foster youth through music. Leading professional musicians are invited to serve as instructors, and participating youth who gather from around Japan are taught performance skills under the motto “operations through our own efforts.” A feature of the camp is that the participants bring the experiences they gain back to their home communities and make use of them in their local orchestra activities. The camp is organized in two-year units, and at the end of the second year, the participants give performances to show the results. In March 2015, under the direction of Masahiko Enkoji (Resident Conductor, Nagoya Philharmonic Orchestra), the camp’s first concert in Okinawa Prefecture was held, and the pre-concert on the third day was attended by many local residents. The cumulative number of camp participants has now reached over 5,500. In recognition of its contribution to nurturing human resources as leaders of local music culture, the program received the Award Granted by the Commissioner for Cultural Affairs as part of the 2014 Japan Mécénat Awards organized by the Association for Corporate Support of the Arts.

Toyot Master Players, Wien: Providing Quality Time to Enjoy World-class Music

These concerts feature some 30 members of the world famous Vienna Philharmonic Orchestra and Vienna State Opera with the aim to provide fans to enjoy first-rate music at affordable prices, and to help nurture a rich spirit through music. The concerts began in 2000, and have played about 89 concerts so far. More than 150,000 people have attended them.

To further the appeal of the concerts, especially to younger people, several new programs were started in 2007. They include Welcome Seat (free invitations), open rehearsals, Fureai Concerts (concerts held at elementary schools) and more.

Toyota Lobby Concert: Concert at the Tokyo Head Office Building—Good Music for Our Neighbors

Toyota holds concerts in the lobby of the Tokyo Head Office building so neighbors and people at nearby social service facilities can hear high-quality music. Since 1995, two concerts have been held each year, with a cumulative total of 14,000 people attending 38 concerts.

With the assistance of artists who share the concert’s objectives, the featured music runs the gamut from classical to popular music. The events are presented mainly by employee volunteers working closely with the community.

People who attend are asked to bring used postage stamps and PET bottle caps, which the Toyota Volunteer Center collects to help fund education for children in Laos and Thailand and provide medical supplies to emerging countries.

Toyota Choreography Award: Discovering the Next Generation of Choreographers

The Toyota Choreography Award, established in 2001 in conjunction with the Setagaya Public Theater, seeks to discover and cultivate the next generation of choreographers. The winner of the “Next-generation Choreography Award” is given the opportunity to present their work at the Setagaya Public Theater in Tokyo and a residency program in Kanazawa (space for rehearsals and lodging while creating a new work is provided). The event has been held nine times so far, and a total of 64 groups (73 people) have been selected as finalists.

This program was honored by the Association for Corporate Support of the Arts, Japan in 2003.

In addition, Toyota has offered the gymnasium at the Head Office in Tokyo as a rehearsal room at no charge since 1999.
Society and Culture

Basic Philosophy regarding Social and Cultural Programs

Toyota set the environment, traffic safety, and human resource development as global priority areas for its social contribution activities, and in Japan society and culture has been added for maximum utilization of Toyota’s expertise and resources for the implementation of programs. Support is provided primarily in two areas with the aim of creating an enriching society. With regard to the arts and culture, Toyota supports music, theater, and other programs with an emphasis on promoting local culture, supporting youth, and expanding perspectives. In the social sphere, Toyota supports melon-kmit programs, social welfare, and autonomous lifestyles through communication and the pursuit of mutual benefit with local communities in order to create a society where various people respect and support each other.

Project Examples

Toyota Community Concert: Contributing to Promotion of Regional Culture through Music

Toyota and its domestic sales companies, along with the Federation of Japan Amateur Orchestras Corp., support concerts by amateur orchestras in various communities all over Japan. The concerts, which include challenging performances by community orchestras as they play with professional conductors or soloists as well as concerts performed in social welfare facilities and hospitals in communities that have few opportunities to hear live music, are enjoyed by all including classical music aficionados and first-time concert-goers. Since the program was launched in 1981, a total of 1,505 concerts have been held throughout Japan with some 1.21 million people attending. The Toyota Music Library, which provides free loans of orchestra sheet music, opened in 1986 and has been used by a wide range of groups from school orchestras to community orchestras.

Toyota Youth Orchestra Camp: Supporting Future Leaders of Local Culture

The Toyota Youth Orchestra Camp is a four-day music camp conducted each year since 1985 in collaboration with the Federation of Japan Amateur Orchestras to foster youth through music. Leading professional musicians are invited to serve as instructors, and participating youth who gather from around Japan are taught performance skills under the motto “operations through our own efforts.” A feature of the camp is that the participants bring the experiences they gain back to their home communities and make use of them in their local orchestral activities. The camp is organized in two-year units, and at the end of the second year, the participants give performances to show the results. In March 2015, under the direction of Masahiko Enkoji (Resident Conductor, Nagoya Philharmonic Orchestra), the orchestra’s first camp in Okinawa Prefecture was held, and the pre-concert on the third day was attended by many local residents. The cumulative number of camp participants has now reached over 5,100. In recognition of its contribution to nurturing human resources as leaders of local music culture, the program received the Award Granted by the Commissioner for Cultural Affairs as part of the 2014 Japan Mécénat Awards organized by the Association for Corporate Support of the Arts.

Toyota Master Players, Wien: Providing Quality Time to Enjoy World-class Music

These concerts feature some 30 members of the world famous Vienna Philharmonic Orchestra and Vienna State Opera with the aim to provide fans to enjoy first-rate music at affordable prices, and to help nurture a rich spirit through music. The concerts began in 2000, and have played about 89 concerts so far. More than 150,000 people have attended them.

To further the appeal of the concerts, especially to younger people, several new programs were started in 2007. They include Welcome Seat (free invitations); open rehearsals; Fureai Concerts (concerts held at elementary schools) and more.

Toyooya Lobby Concert: Concert at the Tokyo Head Office Building—Good Music for Our Neighbors

Toyota holds concerts in the lobby of the Tokyo Head Office building so neighbors and people at nearby social service facilities can hear high-quality music. Since 1995, two concerts have been held each year, with a cumulative total of 14,000 people attending 38 concerts.

With the assistance of artists who share the concert’s objectives, the featured music runs the gamut from classical to popular music. The events are presented mainly by employee volunteers working closely with the community. People who attend are asked to bring used postage stamps and PET bottle caps, which the Toyota Volunteer Center collects to help fund education for children in Laos and Thailand and provide medical supplies to emerging countries.

Toyota Choreography Award: Discovering the Next Generation of Choreographers

The Toyota Choreography Award, established in 2001 in conjunction with the Setagaya Public Theater, seeks to discover and cultivate the next generation of choreographers. The winner of the “Next-generation Choreography Award” is given the opportunity to present their work at the Setagaya Public Theater in Tokyo and a residency program in Kanazawa (space for rehearsals and lodging while creating a new work is provided). The event has been held nine times so far, and a total of 64 groups (73 people) have been selected as finalists.

This program was honored by the Association for Corporate Support of the Arts, Japan in 2003. In addition, Toyota has offered the gymnasium at the Head Office in Tokyo as a rehearsal room at no charge since 1999.
Net TAM: An Arts Management Site

Providing Regular Medical Service in Impoverished Areas

In cooperation with medical hospitals, the Toyota Motor Philippines Foundation (TMPF) in 1992 began a project to provide annual medical care and dental work to local constituents of its host communities, who would otherwise have no access to healthcare. TMPF finances the project and two pharmaceutical companies provide medicines at a discount. In addition, around 250 volunteers comprising Toyota employees, researchers, doctors and nurses from medical hospitals, dentists from dental associations, and pharmaceutical staff actively take part in the project. Two diagnostic vans provided by TMPF provide vital services such as X-rays and various laboratory tests. Patients are treated for a range of illnesses, from colds to disorders requiring minor surgery. Those with serious illnesses are referred to specialized hospitals.

To date, the program has already accommodated over 100,000 constituents.

Supporting Free Surgery Project

A project in Venezuela called “Rotaplast” provides free surgery to people suffering from cleft lip and palate anomalies. Surgeons from all over the world come to Venezuela and perform surgeries at a hospital in Cumana, the capital of the state of Sucre where the Toyota de Venezuela (TDV) plant is located. Although many volunteers also take part in the project, inviting surgeons from all over the world requires financial support. The project is being supported mainly by sponsors, but often runs short of funds.

Since 2010, TDV, the local dealer association, and Toyota Services de Venezuela, a financing company, have supported the program’s activities through financial support and participation of employee volunteers. In 2014, 275 patients came to the hospital and a total of 156 surgeries were performed on 122 patients requiring surgery. In the future, TDV plans to strengthen its collaboration with the Toyota affiliates, the local Rotary Club, and the city government in supporting the program.

Japan

Net TAM's logo

Providing regular medical service

Venezuela

Supporting Free Surgery Project

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of employee volunteer participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>10</td>
</tr>
<tr>
<td>2011</td>
<td>55</td>
</tr>
<tr>
<td>2012</td>
<td>71</td>
</tr>
<tr>
<td>2013</td>
<td>71</td>
</tr>
<tr>
<td>2014</td>
<td>86</td>
</tr>
<tr>
<td>Total</td>
<td>235</td>
</tr>
</tbody>
</table>

Toyota Concert Tour Vietnam: Charity Concerts by National Symphony Orchestra

Since 1998, Toyota Motor Vietnam (TMV) and the Toyota Vietnam Foundation have sponsored the Toyota Concert Tour Vietnam in association with the Vietnam National Symphony Orchestra every July and August, offering Vietnamese music lovers the chance to experience live classical music. Performances are held at opera houses or theaters in major cities including Hanoi and Ho Chi Minh City, popularizing classical music all over the nation and supporting the orchestra in its effort to reach world-class standards. The concerts include solo performances by renowned musicians and even give lucky audience members the chance to conduct the orchestra for part of the performance. In 2015, which marks the 20th anniversary of TMV’s establishment, the number of cities where the concerts will be held is being increased from three to four in order to allow more people to enjoy the music.

All proceeds from concert ticket sales are used to fund the “Toyota Scholarship for Young Vietnamese Music Students.”

Natural Disaster Relief in Japan and Overseas

When disaster strikes in Japan or around the world, Toyota responds swiftly to support the afflicted people and areas, providing vehicles to support disaster relief efforts and making donations to relief organizations such as the Japan Red Cross, Central Community Chest of Japan and Japan Platform.

section 1 Social Contribution Activities 12-13
section 2 Environment 14-15
section 3 Arts & Society 16-17
section 4 Education 18-19
section 5 Society and Culture 20-21
section 6 Supporting Free Surgery Project 22-23
section 7 Health and Medical Facilities 24-26
section 8 Foundation 27-28
Net TAM: An Arts Management Site

This comprehensive Arts Management information site was established in 2004 as an archive of the Toyota Art Management Seminars and as a source for a variety of information related to arts management, in collaboration with the Association for Corporate Support of the Arts, Japan. Net TAM aims to promote and heighten awareness of arts management to encourage and develop community-based arts activities all over Japan, as well as to develop human resources engaged in arts and culture. To achieve this mission, Net TAM provides a wide range of information such as job listings, commentaries, web lectures, BBS, references, and useful links, in addition to a directory of arts management programs, which have been held 53 times in 32 areas nationwide over the eight-year period from 1996 to 2004. The site is used by many people, with approximately 500,000 page views each month.

In 2013, the Arts Management concept was expanded to society, and activities that support persons involved in the arts have been commenced, with this program honored by the Association for Corporate Support of the Arts, Japan in 2013.

Providing Regular Medical Service in Impoverished Areas

In cooperation with medical hospitals, dental associations, pharmaceutical companies and local governments, the Toyota Motor Philippines Foundation (TMPF) in 1992 began a project to provide annual medical care and dental work to local constituents of its host communities, who would otherwise have no access to healthcare. TMPF finances the project and two pharmaceutical companies provide medicines at a discount. In addition, around 250 volunteers comprising Toyota employees, researchers, doctors and nurses from medical hospitals, dentists from dental associations, and pharmaceutical staff actively take part in the project. Two diagnostic vans provided by TMPF provide vital services such as X-rays and various laboratory tests. Patients are treated for a range of illnesses, from colds to disorders requiring minor surgery. Those with serious illnesses are referred to specialized hospitals.

To date, the program has already accommodated over 100,000 constituents.

Toyota Production System Support Center: Improving Activities of Corporations and Other Organizations Based on Sharing TPS

The Toyota Production System Support Center (TSSC) was founded in Lexington (later moved to Erlanger), Kentucky, in 1992 with “contributing to society by sharing Toyota Production System (TPS) and helping to improve North American industries, especially manufacturing,” as one of its missions. Not limited to Toyota suppliers, TSSC shares TPS knowhow with North American companies and organizations that are truly interested in learning and implementing TPS. Since its foundation, TSSC has helped implement TPS at more than 260 companies and organizations. More than 3,900 people have participated in the workshop. In April 2011, TSSC became a nonprofit corporation, and it is actively making efforts to support more public service and nonprofit organizations. In healthcare, TSSC helped reduce wait times at emergency rooms as well as inventory in stock rooms. It has also expanded its support of nonprofit organizations such as food banks. With the philosophy of TPS, TSSC aims to support more companies and organizations through development of people.

Supporting Free Surgery Project

A project in Venezuela called “Rotaplant” provides free surgery to people suffering from cleft lip and palate anomalies. Surgeons from all over the world come to Venezuela and perform surgeries at a hospital in Cumaná, the capital of the state of Sucre where the Toyota de Venezuela (TDV) plant is located. Although many volunteers also take part in the project, inviting surgeons from all over the world requires financial support. The project is being supported mainly by sponsors, but often runs short of funds.

Since 2010, TDV, the local dealer association, and Toyota Services de Venezuela, a financing company, have supported the program’s activities through financial support and participation of employee volunteers. In 2014, 275 patients came to the hospital and a total of 156 surgeries were performed on 122 patients requiring surgery. In the future, TDV plans to strengthen its collaboration with the Toyota affiliates, the local Rotary Club, and the city government in supporting the program.

Toyota Concert Tour Vietnam: Charity Concerts by National Symphony Orchestra

Since 1998, Toyota Motor Vietnam (TMV) and the Toyota Vietnam Foundation have sponsored the Toyota Concert Tour Vietnam in association with the Vietnam National Symphony Orchestra every July and August, offering Vietnamese music lovers the chance to experience live classical music. Performances are held at opera houses or theaters in major cities including Hanoi and Ho Chi Minh City, popularizing classical music all over the nation and supporting the orchestra in its effort to reach world-class standards. The concerts include solo performances by renowned musicians and even give lucky audience members the chance to conduct the orchestra for part of the performance. In 2015, which marks the 20th anniversary of TMV’s establishment, the number of cities where the concerts will be held is being increased from three to four in order to allow more people to enjoy the music.

All proceeds from concert ticket sales are used to fund the “Toyota Scholarship for Young Vietnamese Music Students.”

Natural Disaster Relief in Japan and Overseas

When disaster strikes in Japan or around the world, Toyota responds swiftly to support the affected people and areas, providing vehicles to support disaster relief efforts and making donations to relief organizations such as the Japan Red Cross, Central Community Chest of Japan and Japan Platform.

### Table: Number of employee volunteer participants

<table>
<thead>
<tr>
<th>Year</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>10</td>
</tr>
<tr>
<td>2011</td>
<td>55</td>
</tr>
<tr>
<td>2012</td>
<td>71</td>
</tr>
<tr>
<td>2013</td>
<td>71</td>
</tr>
<tr>
<td>2014</td>
<td>86</td>
</tr>
<tr>
<td>Total</td>
<td>253</td>
</tr>
</tbody>
</table>
Supporting Employees’ Volunteer Activities

Basic Philosophy regarding Support for Volunteerism

In accordance with its fundamental principle of contributing to economic and social development through corporate activities with close community ties, Toyota supports volunteer activities by employees undertaken on their own initiative and seeks to establish communities where people respect and support one another. We plan and implement volunteer programs that will lead to solutions to various challenges that local communities are facing with emphasis on the environment, natural disasters, and social welfare.

Project Examples

Toyota Volunteer Center: Supporting Volunteer Activities that Provide Opportunities for Employees to Address Community Issues

The Toyota Volunteer Center, established within the company in 1993, works with all plants and offices to support volunteer activities targeting employees (including their family members and retirees). Currently, the center plans and conducts activities that address various issues surrounding communities in four key fields: environment, disaster relief, social services, and sports.

The center encourages many employees who say “I am interested in volunteering, but have no chance to get involved,” to participate in its original programs and other activities held by local organizations. It also issues a newsletter that provides a broad overview of employee volunteer activities.

More recently, the Toyota Volunteer Center has been actively assisting with human resource development inside Toyota, in addition to supporting volunteer activities. It incorporates volunteer experiences at elementary schools and hospitals in Toyota City into training targeting new hires and young employees.

Great East Japan Earthquake Recovery Support Volunteer: Support of Recovery from the Great East Japan Earthquake by Employee Volunteers from Toyota Group Companies

Employees from 16 Toyota Group companies have engaged in continuous recovery support volunteer activities in the Kesen district (Iwate City, Rikuzentakata City, and Sumita Town) of Iwate Prefecture since June 2011, three months after the Great East Japan Earthquake, with the aim of returning residents to their normal lives at the earliest possible time. In 2011 and 2012, activities were coordinated by local disaster volunteer centers, and volunteers assisted in removing debris and setting up temporary housing. Since 2013, the volunteers have performed maintenance, grass mowing, and other day-to-day activities in temporary housing areas and cooperated with local governments, tourism associations, and non-profit organizations to support local festivals, workshops for children, and other events, engaging in closer contact with local residents and promoting interpersonal exchanges.

Over the course of four years, programs were conducted a total of 37 times with the participation of 647 employee volunteers. As a result of their repeated visits to the Kesen district, the participants have established strong ties with local residents. Through these activities, the Toyota Group and individual Group companies have conducted independent support programs and made donations, fostering a spirit of generosity.

“Table For Two” Program to Support School Lunches in Africa

In a move to support hunger relief efforts in Africa and promote healthy eating among employees at the same time, Toyota began assisting the “Table For Two” program run by the authorized NPO “Table For Two International” in June 2011. A total of 20 yen—10 yen from the employee and 10 yen from the company—is donated to provide one school lunch to a child in Africa when an employee orders a reduced-calorie lunch in one of the company cafeterias on every Wednesday. This program provides a casual opportunity for employees to take part in a social contribution activity and helps boost their volunteer-related awareness.

In FY2014, the donated amount reached approximately 2.30 million yen (sufficient for providing 140,000 school lunches). Introduction of the program into the cafeterias of all plants and offices was completed in May 2015.

Volunteer Activities at “Anna House” Homeless Support Center

Employees of Toyota Motor Korea (TMKR) and Lexus dealers participate in volunteer activities at Anna House, a facility in suburban Seoul that assists the homeless population. Anna House provides free meals for 400-450 homeless people every day, and TMKR and Lexus dealer employees help cook and serve meals on a rotating basis once or twice a month.

Dealers in other regions are also participating in similar volunteer activities at local facilities. Non-governmental organizations that assist the homeless praise the enthusiasm of the volunteers from Toyota and Lexus.

Promoting Community Contribution through Volunteer Activities with “Team Toyota”

Toyota’s manufacturing operations in the United States have promoted volunteer activities among employees, their families and friends since the first facilities were established more than 3 decades ago. Through company-sponsored volunteer activities, employees team up with organizations that need assistance, creating a precious asset for communities.

In recent years, and as new plants have been added, many of the manufacturing affiliates have begun recognizing team members’ volunteer efforts. One recognition program provides a budget from which each team member can designate Toyota funding to charitable organizations of choice, based on the number of volunteer hours performed by the team member during the year. Last fiscal year, more than 465 team members at corporate offices of Toyota Motor Engineering and Manufacturing North America (TEMA), alone, volunteered 13,000 hours through their Team Toyota Volunteer Program. TEMA team members designated more than $41,000 of Toyota funding to local charitable organizations that assist those in need.

Another recognition program, implemented at many U.S. manufacturing affiliates, acknowledges “top volunteers” annually. Team members who have had a special impact on the local community are selected as “Community Star (volunteers of the year).” Toyota honors these volunteers through donations directly to the organizations for which these team members volunteer. Each year, TEMA awards $18,000 to local agencies in Kentucky and Michigan. Executives and management support team members, events and the local communities by participating in volunteer events.

Volunteer Activities

Employees participating in volunteer activities

Volunteer planting vegetation

Volunteer experience at the Toyota Memorial Hospital, targeting new hires

Removing debris and debris in Rikuzentakata City, Iwate Prefecture

Removing of flotsam and debris in Rikuzentakata City, Iwate Prefecture

Volunteer activities at “Anna House” Homeless Support Center

“Table For Two” Program to Support School Lunches in Africa

Volunteer activities at the Toyota Memorial Hospital, targeting new hires

Volunteer activities at the Toyota Memorial Hospital, targeting new hires

Volunteer experience at the Toyota Memorial Hospital, targeting new hires

Volunteer planting vegetation

Volunteer planting vegetation

Volunteer planting vegetation

Volunteer planting vegetation
Supporting Employees’ Volunteer Activities

Basic Philosophy regarding Support for Volunteerism

In accordance with its fundamental principle of contributing to economic and social development through corporate activities with close community ties, Toyota supports volunteer activities by employees undertaken on their own initiative and seeks to establish communities where people respect and support one another. We plan and implement volunteer programs that will lead to solutions to various challenges that local communities are facing with emphasis on the environment, natural disasters, and social welfare.

Project Examples

Toyota Volunteer Center: Supporting Volunteer Activities that Provide Opportunities for Employees to Address Community Issues

The Toyota Volunteer Center, established within the company in 1993, works with all plants and offices to support volunteer activities targeting employees (including their family members and retirees). Currently, the center plans and conducts activities that address various issues surrounding communities in four key fields: environment, disaster relief, social services, and sports.

The center encourages many employees who say “I am interested in volunteering, but have no chance to get involved,” to participate in its original programs and other activities held by local organizations. It also issues a newsletter that provides a broad overview of employee volunteer activities.

More recently, the Toyota Volunteer Center has been actively assisting with human resource development inside Toyota, in addition to supporting volunteer activities. It incorporates volunteer experiences at elementary schools and hospitals in Toyota City into training targeting new hires and young employees.

Great East Japan Earthquake Recovery Support Volunteer: Support of Recovery from the Great East Japan Earthquake by Employee Volunteers from Toyota Group Companies

Employees from 16 Toyota Group companies have engaged in continuous recovery support volunteer activities in the Iwate district (Otsunato City, Rikuzentakata City, and Sumita Town) of Iwate Prefecture since June 2011, three months after the Great East Japan Earthquake, with the aim of returning the area to its normal life at the earliest possible time.

In 2011 and 2012, activities were coordinated by local disaster volunteer centers, and volunteers assisted in removing debris and setting up temporary housing. Since 2013, the volunteers have performed maintenance, grass mowing, and other day-to-day activities in temporary housing areas and cooperated with local governments, tourism associations, and non-profit organizations to support local festivals, workshops for children, and other events, engaging in closer contact with local residents and promoting interpersonal exchanges.

Over the course of four years, programs were conducted a total of 37 times with the participation of 647 employee volunteers. As a result of their repeated visits to the Iwate district, the participants have established strong ties with local residents. Through these activities, the Toyota Group and individual Group companies have conducted independent support programs and made donations, fostering a spirit of generosity.

“Table For Two” Program to Support School Lunches in Africa

In a move to support hunger relief efforts in Africa and promote healthy eating among employees at the same time, Toyota began assisting the “Table For Two” program run by the authorized NPO “Table For Two International” in June 2011. A total of 20 yen—10 yen from the employee and 10 yen from the company—is donated to provide one school lunch to a child in Africa when an employee orders a reduced-calorie lunch in one of the company cafeterias on every Wednesday.

This program provides a casual opportunity for employees to take part in a social contribution activity and helps boost their volunteer-related awareness. In FY2014, the donated amount reached approximately 2.30 million yen (sufficient for providing 140,000 school lunches). Introduction of the program into the cafeterias of all plants and offices was completed in May 2015.

Volunteer Activities at “Anna House” Homeless Support Center

Employees of Toyota Motor Korea (TMKR) and Lexus dealers participate in volunteer activities at Anna House, a facility in suburban Seoul that assists the homeless population. Anna House provides free meals for 400-450 homeless people every day, and TMKR and Lexus dealer employees help cook and serve meals on a rotating basis once or twice a month. Dealers in other regions are also participating in similar volunteer activities at local facilities. Non-governmental organizations that assist the homeless praise the enthusiasm of the volunteers from Toyota and Lexus.

Promoting Community Contribution through Volunteer Activities with “Team Toyota”

Toyota’s manufacturing operations in the United States have promoted volunteer activities among employees, their families and friends since the first facilities were established more than 3 decades ago. Through company-sponsored volunteer activities, employees team up with organizations that need assistance, creating a precious asset for communities.

In recent years, and as new plants have been added, many of the manufacturing affiliates have begun recognizing team members’ volunteer efforts. One recognition program provides a budget from which each team member can designate Toyota funding to charitable organizations of choice, based on the number of volunteer hours performed by the team member during the year. Last fiscal year, more than 465 team members at corporate offices of Toyota Motor Engineering and Manufacturing North America (TEMA), alone, volunteered 13,000 hours through their Team Toyota Volunteer Program. TEMA team members designated more than $41,000 of Toyota funding to local charitable organizations that assist those in need.

Another recognition program, implemented at many U.S. manufacturing affiliates, acknowledges “top volunteers” annually. Team members who have had a special impact on the local community are selected as “Community Star (volunteers of the year).” Toyota honors these volunteers through donations directly to the organizations for which these team members volunteer. Each year, TEMA awards $18,000 to local agencies in Kentucky and Michigan. Executives and management support team members, events and the local communities by participating in volunteer events.
Cultural and Exhibit Facilities

Basic Philosophy regarding Cultural and Exhibit Facilities

A Toyota car was successfully completed following repeated efforts and improvements in the 1930s through the passionate desire of Sakichi Toyoda and others to build car in Japan, and Toyota Motor Co., Ltd. was established in 1937. From its foundation to the present, the ideas of Sakichi Toyoda, which were organized by Kiichiro Toyoda as the Five Main Principles of Toyota, have been at the core of Toyota’s management. The precepts include the ideas of contributing to society through manufacturing and leading the times through research and creativity and have been maintained to the current day.

To create an enriching future for people and cars, Toyota puts considerable effort into preserving the founding spirit and concepts in the form of automotive and manufacturing culture.

Project Examples

Toyota Automobile Museum

The Toyota Automobile Museum was built in April 1989 in commemoration of Toyota Motor Corporation’s 50th anniversary and has a permanent display of about 140 classic cars collected from all over the world. Its main feature is the original vehicles preserved in working condition. The museum not only holds original exhibits several times a year, but also hosts a classic car festival, workshops, Backyard Tour, and other various events.

1-3-12 Aomi, Koto-ku, Tokyo

Toyota Commemorative Museum of Industry and Technology

The Toyota Commemorative Museum of Industry and Technology was established in June 1994 in a building that dates back to the origins of the Toyota Group. Located on the site of the former Toyoda Spinning & Weaving Co., Ltd. main plant, the museum is a cultural center created for the purpose of broadly conveying the importance of the spirit of being studios and creative as well as monozukuri. The museum introduces textile machinery and the history of automotive technology as well as the history of the Toyota Group, with demonstrations using real machines and video presentations.

1-15, Nanto-cho 2-chome, Nagoi City, Aichi Prefecture

Toyota Kuragaike Commemorative Hall

The Toyota Kuragaike Commemorative Hall was built in September 1974 in commemoration of the manufacturing of Toyota’s 10 millionth vehicle. It introduces the great dreams and passionate days of Toyota founder Kiichiro Toyoda and his colleagues with the history of the company’s founding through videos, photos, vehicles and other items.

A vacation home used by Kiichiro Toyoda during his lifetime was relocated and restored on the hall grounds, reminding visitors of earlier times.

Toyota Kuragaike Commemorative Hall

Sakichi Toyoda Memorial House

Sakichi Toyoda, who was born in the area in 1867, not only explored the creation of the automatic loom, but Sakichi’s visions led to the expansion of Japanese industry including the automotive business. Displays include a restoration of the home where he was born, the loom he invented and other precious items.

115-1 Paragai 1-chome, Koshigaya, Saitama Prefecture

Toyota Kaikan Museum

Established in 1977, the Toyota Kaikan Museum is located at the company’s headquarters. It displays state-of-the-art environmental and safety technologies, high-quality automobile manufacturing under the Toyota Production System and new Toyota and Lexus models. A Toyota Partner Robot is also on hand to entertain visitors with a short violin performance. Plant tours are available Monday to Friday (reservation required).

Toyota City Showcase

A car-themed park where visitors can see, ride, and feel cars in the waterfront subcenter district of Tokyo. MEGA WEB features the History Garage, a display of historical vehicles from Japan, America, and Europe; the Ride Studio, an indoor driving course where even children without driver’s licenses can experience the joy of driving while learning traffic rules; and Ride One, a course that allows participants to test drive various vehicles including cars sold in Japan. Other attractions include a kart course and hands-on events for receiving and distributing information on car culture.

1-9-12 Aomi, Koto-ku, Tokyo

MEGA WEB

http://www.megaweb.gr.jp/about/english.html
Cultural and Exhibit Facilities

Basic Philosophy regarding Cultural and Exhibit Facilities

A Toyota car was successfully completed following repeated efforts and improvements in the 1930s through the passionate desire of Kiichiro Toyoda and others to build car in Japan, and Toyota Motor Co., Ltd. was established in 1937. From its foundation to the present, the ideas of Sakichi Toyoda, which were organized by Kiichiro Toyoda as the Five Main Principles of Toyota, have been at the core of Toyota’s management. The precepts include the ideas of contributing to society through manufacturing and leading the times through research and creativity and have been maintained to the current day.

To create an enriching future for people and cars, Toyota puts considerable effort into preserving the founding spirit and concepts in the form of automotive and manufacturing culture.

Project Examples

Toyota Automobile Museum

The Toyota Automobile Museum was built in April 1989 in commemoration of Toyota Motor Corporation’s 50th anniversary and has a permanent display of about 140 classic cars collected from all over the world. Its main feature is the original vehicles preserved in working condition. The museum not only holds original exhibits several times a year, but also hosts a classic car festival, workshops, Backyard Tour, and other various events.

Toyota Commemorative Museum of Industry and Technology

The Toyota Commemorative Museum of Industry and Technology was established in June 1994 in a building that dates back to the origins of the Toyota Group. Located on the site of the former Toyoda Spinning & Weaving Co., Ltd., main plant, the museum is a cultural center created for the purpose of broadly conveying the importance of the spirit of being studious and creative as well as monozukuri performance. Plant tours are available Monday to Friday (reservation required).

Toyota Kuragaike Commemorative Hall

The Toyota Kuragaike Commemorative Hall was built in September 1974 in commemoration of the manufacturing of Toyota’s 10 millionth vehicle. It introduces the great dreams and passionate days of Toyota founder Kiichiro Toyoda and his colleagues with the history of the company’s founding through videos, photos, vehicles and other items. A vacation home used by Kiichiro Toyoda during his lifetime was relocated and restored on the hall grounds, reminding visitors of earlier times.

Toyota Kaikan Museum

Established in 1977, the Toyota Kaikan Museum is located at the company’s headquarters. It displays state-of-the-art environmental and safety technologies, high-quality automobile manufacturing under the Toyota Production System and new Toyota and Lexus models. A Toyota Partner Robot is also on hand to entertain visitors with a short violin performance. Plant tours are available Monday to Friday (reservation required).

MEGA WEB

A car themed park where visitors can see, ride, and feel cars in the waterfront subcenter district of Tokyo. MEGA WEB includes the Toyota City Showcase, a display area with information on Toyota’s global environmental and safety programs, motorsports, and other activities, as well as Toyota vehicles from Japan and overseas. In addition, MEGA WEB features the History Garage, a display of historical vehicles from Japan, America, and Europe; the Ride Studio, an indoor driving course where even children without driver’s licenses can experience the joy of driving while learning traffic rules; and Ride One, a course that allows participants to test drive various vehicles including cars sold in Japan. Other attractions include a kart course and hands-on events for receiving and distributing information on car culture.

Sakichi Toyoda Memorial House

Sakichi Toyoda, who was born in the area in 1867, not only explored the creation of the automatic loom, but Sakichi’s visions led to the expansion of Japanese industry including the automotive business. Displays include a restoration of the home where he was born, the loom he invented and other precious items.

Toyota’s Social Contribution Activities 2015

35
The Toyota Foundation was established in 1974 to support research and programs that address issues in various fields according to the specific needs of the times from a global perspective. After undergoing various changes during the 40 years since its establishment, the Foundation currently conducts a variety of support programs. Its domestic programs aim to utilize local resources to create jobs and develop new leaders in order to invigorate local communities in Japan. Its international programs focus on measures relating to aging populations, cultural diversification, and renewable energy, which are issues common to Southeast Asian and East Asian countries including Japan, assessing the current status and issues and making policy suggestions based on that assessment. The Foundation’s research assistance programs support research that aims to create new value that will form the Foundation of future societies.

To help build a better society, the Toyota Foundation going forward will support programs that will truly be beneficial to society and advance measures for the many issues that will arise in modern society as it undergoes rapid change. As of the end of FY2014, the Foundation’s endowment was approximately 41.9 billion yen and has provided some 7,800 grants totaling about 17.5 billion yen. For further details on the projects to eliminate traffic congestion in Bangkok, Thailand, see Environment (p. 11-19) http://www.toyota-mf.org

Words of Appreciation from a Grant Recipient

Mr. Nishigaki said that, back when the painting class began, he had sensed bright prospects in the powerful lines and brilliant colors drawn by the participants with serious intellectual disabilities who were holding crayons in their hands for the first time in their lives. When he focused on simply teaching the students expressive techniques, he felt definite positive reactions from the students. Just when he was looking for ways to enhance their activities to an artistic level, he was able to receive a grant from the Toyota Foundation. After Mr. Nishigaki began giving professional-level training to the students, their works instantly received critical acclaim globally, and the works began to be installed even in museums in Switzerland specializing in art brut. After Mr. Nishigaki passed away, we re-considered the ideal path for the painting class and established the Mizunoki Art Museum in 2012 in order to utilize the wonderful works left behind. For our museum, the fact that we were fortunate enough to receive a grant from the Toyota Foundation back then became the foundation for what we have today, and for that I would like to express our sincere appreciation once more.

Foundations

The Toyota Foundation

The Toyota Foundation was established in 1974 to support research and programs that address issues in various fields according to the specific needs of the times from a global perspective. After undergoing various changes during the 40 years since its establishment, the Foundation currently conducts a variety of support programs. Its domestic programs aim to utilize local resources to create jobs and develop new leaders in order to invigorate local communities in Japan. Its international programs focus on measures relating to aging populations, cultural diversification, and renewable energy, which are issues common to Southeast Asian and East Asian countries including Japan, assessing the current status and issues and making policy suggestions based on that assessment. The Foundation’s research assistance programs support research that aims to create new value that will form the Foundation of future societies.

To help build a better society, the Toyota Foundation going forward will support programs that will truly be beneficial to society and advance measures for the many issues that will arise in modern society as it undergoes rapid change. As of the end of FY2014, the Foundation’s endowment was approximately 41.9 billion yen and has provided some 7,800 grants totaling about 17.5 billion yen. For further details on the projects to eliminate traffic congestion in Bangkok, Thailand, see Environment (p. 11-19) http://www.toyota-mf.org

Words of Appreciation from a Grant Recipient

Mr. Nishigaki said that, back when the painting class began, he had sensed bright prospects in the powerful lines and brilliant colors drawn by the participants with serious intellectual disabilities who were holding crayons in their hands for the first time in their lives. When he focused on simply teaching the students expressive techniques, he felt definite positive reactions from the students. Just when he was looking for ways to enhance their activities to an artistic level, he was able to receive a grant from the Toyota Foundation. After Mr. Nishigaki began giving professional-level training to the students, their works instantly received critical acclaim globally, and the works began to be installed even in museums in Switzerland specializing in art brut. After Mr. Nishigaki passed away, we re-considered the ideal path for the painting class and established the Mizunoki Art Museum in 2012 in order to utilize the wonderful works left behind. For our museum, the fact that we were fortunate enough to receive a grant from the Toyota Foundation back then became the foundation for what we have today, and for that I would like to express our sincere appreciation once more.

Focus

Words of Appreciation from an Organization that Received Support more than 30 Years ago:

Providing an Opportunity for the Foundation to Reflect on Its Activities

The Toyota Foundation has been supporting and providing financial assistance to research and business programs that address the needs of the times in wide-ranging fields. Shokan Mizunoki Dormitory is one of the organizations the Foundation helped twice in the 1980s, assisting with the cost of painting supplies and the expenses associated with holding exhibits (painting shows and publishing of illustrated books). The Dormitory is located in Kyoto, serving people with intellectual disabilities. In 1994, a painting class was started at the Dormitory by Mr. Chuski Nishigaki, a Japanese-style painter. This art education class was initially started as part of a program to provide education in aesthetic sensibility to people with disabilities. When appropriate teaching by Mr. Nishigaki began to show positive results, the Toyota Foundation started providing support. What was especially worthy of note was the high level of the paintings produced by the students, some of which were critically acclaimed globally and later accepted into juried art exhibits, for example. The works can now be viewed at the Mizunoki Art Museum, established in 2012 with the primary objective of showcasing artwork produced by people with intellectual disabilities in particular. Recently, Shokan, the social welfare service corporation managing the grant recipient Mizunoki, sent the Foundation words of appreciation, also informing us about the creation of a digital archive of the painting activities that have taken place at Mizunoki over more than 50 years. To the Foundation, a truly mobile society that will help people live better lives no matter where they are

Toyota Mobility Foundation

The Toyota Mobility Foundation was established in August 2014 to partner with non-profit organizations, research institutions, and other organizations to apply Toyota’s technological, safety and environmental expertise to mobility issues around the world. This includes addressing urban transportation challenges, expanding personal mobility for all people and inspiring the next generation of mobility solutions.

Vision

A truly mobile society that will help people live better lives no matter where they are

Mission

To enable more people around the world by sharing our knowledge, partnering with others, and using our innovation to create a more joyful mobile society

Female Engineer Development Foundation

Toyota Motor Corporation and nine group companies established the Female Engineer Development Foundation in December 2014 with the aim of contributing to the promotion of women’s participation in the automobile industry and the entire manufacturing industry in Japan. The Foundation intends to increase the number of women who want to study science and engineering and support female students who can go on to be active in the world of manufacturing.

For further details on the Toyota Female Engineer Development Foundation, see Environment (p. 19-20) of Sustainability Report 2015 http://www.toyota-efd.or.jp

For further details on the project to eliminate traffic congestion in Bangkok, Thailand, see Environment (p. 11-19) http://www.toyota-mf.org
The Toyota Foundation was established in 1974 to support research and programs that address issues in various fields according to the specific needs of the times from a global perspective. After undergoing various changes during the 40 years since its establishment, the Foundation currently conducts a variety of support programs. Its domestic programs aim to utilize local resources to create jobs and develop new leaders in order to invigorate local communities in Japan. Its international programs focus on measures relating to aging populations, cultural diversification, and renewable energy, which are issues common to Southeast Asian and East Asian countries including Japan, assessing the current status and issues and making policy suggestions based on that assessment. The Foundation’s research assistance programs support research that aims to create new value that will form the foundation of future societies.

To help build a better society, the Toyota Foundation going forward will support programs that will truly be beneficial to society and advance measures for the many issues that will arise in modern society as it undergoes rapid change.

As of the end of FY2014, the Foundation’s endowment was approximately 41.9 billion yen and has provided some 7,800 grants totaling about 17.5 billion yen.

Words of Appreciation from an Organization that Received Support more than 30 Years ago:

Providing an Opportunity for the Foundation to Reflect on its Activities

The Toyota Foundation has been supporting and providing financial assistance to research and business programs that address the needs of the times in wide-ranging fields. Shaken Mizunoki Dormitory is one of the organizations the Foundation helped twice in the 1980s, assisting with the cost of painting supplies and the expenses associated with holding exhibits (painting shows and publishing of illustrated books). The Dormitory is located in Kyoto, serving people with intellectual disabilities. In 1994, a painting class was started at the Dormitory by Mr. Chuski Nishigaki, a Japanese-style painter. This art education class was initially started as part of a program to provide education in aesthetic sensibility to people with established disabilities. When appropriate teaching by Mr. Nishigaki began to show positive results, the Toyota Foundation started providing support. What was especially worthy of note was the high level of the paintings produced by the students, some of which were critically acclaimed globally and later accepted into juried art exhibits, for example. These works can now be viewed at the Mizunoki Art Museum, established in 2012 with the primary objective of showcasing artwork produced by people with intellectual disabilities in particular. Recently, Shoken, the social welfare service corporation managing the grant recipient Mizunoki, sent the Foundation words of appreciation, also informing it about the creation of a digital archive of the painting activities that have taken place at Mizunoki over more than 50 years. To the Foundation, a grant recipient is a partner who can materialize the Foundation’s founding philosophy of “contributing to the realization of a human-oriented society for the sake of greater human happiness” at the working level. Feedback we receive from grant recipients is always valuable and encouraging. Thus, we feel that these words of appreciation received from a grant recipient of more than 30 years ago have given the Toyota Foundation an opportunity to reflect on its activities as it continues working to achieve the future it wants to help create.

For further details on the Mizunoki Art Museum, please visit the following website:
http://www.mizunokimuseum.org/greeting/

Words of Appreciation from a Grant Recipient

Jiro Saitou, Director of Shokaen

Mr. Nishigaki said that, back when the painting class began, he had sensed bright prospects in the powerful lines and brilliant colors drawn by the participants with serious intellectual disabilities who were holding crayons in their hands for the first time in their lives. When he focused on simply teaching the students expressive techniques, he felt definite positive reactions from the students. Just when he was looking for ways to enhance their activities to an artistic level, he was able to receive a grant from the Toyota Foundation. After Mr. Nishigaki began giving professional-level training to the students, their works instantly received critical acclaim globally, and the works began to be installed even in museums in Switzerland specializing in art brut. After Mr. Nishigaki passed away, we re-considered the ideal path for the painting class and established the Mizunoki Art Museum in 2012 in order to utilize the wonderful works left behind. For our museum, the fact that we were fortunate enough to receive a grant from the Toyota Foundation back then became the foundation for what we have today, and for that I would like to express our sincere appreciation once more.
Toyota Loops is a special-purpose subsidiary of Toyota Motor Company, founded to provide employment for seriously disabled persons so there will be more opportunities for the disabled to find employment. Toyota Loops handles in-house printing, intra-company mail reception and delivery, and other such operations that were previously done inside the company. Toyota Loops handles the printing and loading of this report.