Social Contribution Activities

Major Topics during FY2015

**Kokoro Hakobu Project**
Continuous support for disaster-stricken areas in three ways: through “the Automobile Industry,” “Social Contribution,” and “New Business.” A summary of five years of activities with a focus on “Social Contribution” on p.109.

**Great East Japan Earthquake Recovery Support**

**Environment**
The Forest of Toyota Receives the Green Society Award on p.111.

TMC’s afforestation efforts seen in the Forest of Toyota, a facility for environmental studies, were highly appraised and won the award.

**Social and Culture**
Support Activities Leveraging the Toyota Production System (USA, Australia, Brazil, Japan) on p.133.

Disclosure of the Toyota Production System (TPS) to various corporations and organizations in different countries. Support of on-site operation improvements in various industries including manufacturing, medical, and welfare services.

**Traffic Safety**
Toyota Safe-driving program Instructor Training (Vietnam) on p.120.

TMV conducted safe-driving instructor training in conjunction with the Vietnam Traffic Police and eight people were trained to be instructors.

**Volunteer**
Support for the Special Olympics (USA, Japan) on p.137.

Toyota supported game organization efforts by sending employee volunteers to the World Summer Games in Los Angeles and the Nippon National Winter Games in Niigata.

**Education**
“Dream Class for the MIRAI (Future)” Started in Toyota City (Japan) on p.127.

Athletes from Toyota athletics clubs and employee volunteers helped run a class in which children were able to learn about the wonders of having dreams. This industry-academia-government collaboration between the Japan Football Association, Toyota City in Aichi Prefecture, Chukyo University and Toyota was the first of its kind in Japan.

**Foundation**
Toyota Mobility Foundation (Japan, USA) on p.141.

The foundation was set up to realize an affluent, mobile society, and to resolve mobility inequality, and undertakes initiatives in both Japan and the US.
Social Contribution Activities

Basic Concept regarding Social Contribution Activities

Toyota’s Social Contributions are Its Founding Principle. In Addition to Contributing to Society Through Automobile Manufacturing, We Take Actions in a Variety of Areas to Enrich the Lives of Communities.

Based on Toyota’s origins, which can be traced back to the founding principle of contributing to society by making automobiles, we have been striving to contribute to the advancement of society.

The Corporate Citizenship Activity Committee was established in 1989 under the leadership of the president, the CSR Principles were adopted in 1995, and the Corporate Citizenship Division was established in 2006. In this way, Toyota has established systems for the steady implementation of CSR programs and is undertaking collaboration on a global scale.

We set the environment, traffic safety, and education as the three global priority fields for our initiatives, in addition to making social contributions through our main business. To these, we have added fields such as society and culture according to the social needs of each country or region, undertaking active measures while utilizing our resources including technology and expertise. Also, emphasis has been placed on support for volunteering and sustaining automotive and manufacturing cultures.

The Toyota Global Vision announced in March 2011 that it positioned enriching the lives of communities as one of the main objectives of Toyota’s business, in addition to making ever-better cars. We are taking steps to solve local issues in order to enrich the lives of communities and with a sense of gratitude toward the people in them.

Social Contribution Activity Fields

Social Issues

- Environment
- Traffic Safety
- Education

Regional (country-specific) needs

International exchange and sports

Three global priority fields

Voluntary programs *
Volunteering
Donations and sponsorship
Operation of cultural and exhibit facilities
Grant provided through a foundation

Toyotas’s methodologies for social contribution activities

* Social contribution activities that are planned, developed, and implemented by a company on its own depending on the situation

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

Excerpts from the Guiding Principles at Toyota (established in 1992)

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

Principles and Policies of Social Contribution Activities (established in 1995)

<table>
<thead>
<tr>
<th>Purpose</th>
<th>We in the Toyota Group will undertake social contribution activities to contribute to sustainable social vitality</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 Activities | Basic Concept

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

Toyota has a long history of social contribution activities that can be traced back to Sakichi Toyoda. 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 would 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 aircraft.

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 Toyoda, the Guiding Principles at Toyota, and the Toyota Global Vision. These precepts have been handed down to the present.

Organization and Structure

Implementation Structure Centered on Corporate Citizenship Division

The Corporate Citizenship Division, a specialized division for corporate social contribution activities, plays a lead role in deploying activities.

Since April 2015, Corporate Planning Meeting has been held to discuss growth and business strategies, taking into account a wide range of social issues. Business strategies and initiatives related to social contribution activities are discussed at the Meeting.

Implementation Structure

Board of Directors

Corporate Planning Meeting

Social Contribution Activities

Corporate Citizenship Division

- Social contribution programs (e.g. environment, education, traffic safety, society and culture)
- Promotion of employee volunteer activities (Toyota Volunteer Center)
- Support of activities by NPOs, NGOs, etc. (donations and sponsorship)
- Activities to promote understanding of automobile culture and Toyota corporate culture

Cooperating Divisions

- Environmental Affairs Division (Grant and education activities in the environmental field)
- General Administration Division (Regional lobbying activities)
- Tokyo General Administration Division (JAMA-related affairs)

Related Organizations/Facilities

Related organizations: Toyota Group companies, Toyota dealers, The Toyota Foundation, Toyota Technological Institute, Toyota Mobility Foundation
Related facilities: Environment: Forest of Toyota, Toyota Shinakawa-Go Eco-Institute, Toyota Mie Miyagawa Forest
Traffic Safety: Toyota Safety Education Center "mobilitas"
Culture facilities: Toyota Automobile Museum, Toyota Commemorative Museum of Industry and Technology, Sakichi Toyoda Memorial House, Toyota Kuragaike Commemorative Hall, Toyota Kukan Museum, MEGA WEB
Social Contribution Activities | Basic Concept

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

<table>
<thead>
<tr>
<th>Region</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>The Philanthropy Executive Council under North American Executive Committee is responsible for leading philanthropy strategy and ongoing decision making as needed</td>
</tr>
<tr>
<td>Europe</td>
<td>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 Toyota Motor Europe</td>
</tr>
<tr>
<td>Asia</td>
<td>Regional social contribution meetings are led by Toyota Motor Asia Pacific to consider the deployment and direction of activities within the region</td>
</tr>
<tr>
<td>China</td>
<td>Toyota Motor (China) Investment promotes activities in China based on local needs and in collaboration with related affiliates</td>
</tr>
</tbody>
</table>

Actual Results for the Previous Fiscal Year and Major Initiatives for the Current Fiscal Year

<table>
<thead>
<tr>
<th>Section</th>
<th>Major Initiatives during FY2015 (result)</th>
<th>Major Initiatives during FY2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Contribution</td>
<td>• Promoted activities in fields including environment, traffic safety, education, society and culture&lt;br&gt;• Dream Class for the MIRAI (Future) in Toyota City was held in 51 classrooms at 22 elementary schools in Toyota City, Aichi Prefecture. Twenty athletes from Toyota Motor’s athletics clubs participated&lt;br&gt;• Held the Safety Driving Instructor Training Program jointly with Vietnam Traffic Police, resulting in the training of eight safety driving instructors</td>
<td>• Promote activities in fields including environment, traffic safety, education development, society and culture&lt;br&gt;• Support and aid of the Special Olympics Nippon through employee volunteers and the participation of athletes from Toyota Motor athletics clubs&lt;br&gt;• Enhance cooperation aimed at expansion of activities which leverage Toyota's global expertise</td>
</tr>
<tr>
<td>Great East Japan Earthquake</td>
<td>• In Iwate Prefecture, employee volunteer relief activities were held six times by 16 Toyota Group companies, with a total participation of 149 employees&lt;br&gt;• The Fukushima Recovery through Music Festival was held at the Toyota Community Concert in Fukushima Kooriyama with the participation of Kenichiro Kobayashi, a conductor from Fukushima Prefecture</td>
<td>• Continue restoration support activities, such as holding voluntary programs in disaster-struck areas and dispatching employee volunteers</td>
</tr>
<tr>
<td>Restoration Support</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

FY2015 Expenditure for Social Contribution Activities

Approximately 25.3 billion yen

* Toyota and major subsidiaries on a consolidated basis.
Results for overseas affiliates are converted to Japanese yen based on the average exchange rate for FY2015.
TMC launched the Kokoro Hakobu Project in June 2011 to send the Tohoku region not only human and material resources, but also emotional support, and has undertaken recovery programs based on three pillars: the automobile industry, social contribution, and new business.

Here, we present social contribution activities continuously undertaken by Toyota under this project that utilize Toyota’s expertise and resources. Recovery is still underway even five years after the earthquake. Our thoughts are still with the people of the affected regions, and we remain committed to carrying out this project.

Social Contribution Activities

| Kokoro Hakobu Project

Great East Japan Earthquake Recovery Support Project

Three Pillars of Tohoku Region Recovery Support

Approach 1

Automotive business
Making the Tohoku region the third main site in Japan

- Contributing to recovery efforts by strengthening monozukuri in the Tohoku region
- Establishment of Toyota Motor East Japan, Inc.
- Establishment of Toyota East Japan Technical Skills Academy

Approach 2

Social contribution
Support Activities with Heart

- Volunteer Activities
- Opening of Independent Program in Tohoku

Approach 3

New business
New businesses in line with the needs of the affected areas

- Make Toyota plants the centers of new smart communities
- Deployment of the F-Grid Concept project
- VEG-Dream Kunihara Corporation

Social Contribution

Provision of funds

* Donation of proceeds from ticket sales for volunteer programs and fund-raising at related facilities are ongoing

Toyota Motor Corporation: 300 million yen
Donations from executives and employees: 55 million yen
Overseas affiliates: 780 million yen

Provision of vehicles

* Verified the feasibility of an on-demand bus system

Provided rental cars soon after the disaster: 68
Loaned or transferred commercial-use cars: 192
Provided vehicles for the disabled free of charge: 2
Installed external power supply systems in local government Prius free of charge: 40

Made company-owned houses and dormitories available for use

Relief supply

160 company-owned houses and 320 dormitory rooms

11-ton trucks filled with food, drinking water, daily necessities and medical/pharmaceutical supplies: 87
Tanker trucks for fuel and drinking water: 7

Focus

A portion of Income from Mecenat Activities is Donated for Child Development

A portion of the ticket sale proceeds for the public performance of the Toyota Master Players, Wien program is donated to three prefectures in Tohoku (Iwate, Miyagi, and Fukushima). In 2015, some of the money was donated to the Fukushima Cherry Forest Project. The objective was to instill courage and good cheer in children from Fukushima Prefecture by having cherry blossoms from Fukushima bloom throughout the country. In addition, the many children throughout Japan who saw the cherry blossoms gained the impression that Fukushima is a beautiful and calming place with abundant nature. This led to the development of ties by many towns with Fukushima and Tohoku. In addition, the Toyopet Fureai Green Campaign that Toyota conducts in collaboration with nationwide Toyopet dealers with the aim of creating green cities and towns was in agreement with objectives of the Fukushima Cherry Forest Project, and starting in 2015, Fukushima cherry trees were planted nationwide under this project. We have made a first step towards completing Fukushima’s recovery.
Social Contribution Activities | Kokoro Hakobu Project

Volunteer Activities

(As of March 2016)

Disaster recovery support activities
by employee volunteers from 16 Toyota Group companies

* Activity region: Iwate Prefecture (Ofunato City, Rikuzentakata City, Sumita-cho)

<table>
<thead>
<tr>
<th>Activity description</th>
<th>Number of times held</th>
<th>Number of participants/attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011–2012 With transportation means and lodging facilities not yet restored,</td>
<td>43</td>
<td>796 persons</td>
</tr>
<tr>
<td>volunteers traveled from Aichi Prefecture or Tokyo on company-owned buses to Iwate.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Activities were coordinated by local disaster volunteer centers, and volunteers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>assisted in tasks such as removing debris and cleaning mud out of ditches.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013–2015 The volunteers have assisted with grass mowing and other day-to-day</td>
<td>99</td>
<td>51,359</td>
</tr>
<tr>
<td>activities in temporary housing areas, and supported restored local festivals,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>workshops for children, and other events, forging stronger bonds with local</td>
<td></td>
<td></td>
</tr>
<tr>
<td>residents and promoting interpersonal exchange.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Support through Culturally Proactive Programs

(As of March 2016)

Utilizing its existing programs, Toyota quickly began working with many collaborators to provide emotional support to the people in the affected region, and these activities are still continuing.

Overview of the programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Number of times held</th>
<th>Number of participants/attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toyota Master Players, Wien</td>
<td>16</td>
<td>13,405</td>
</tr>
<tr>
<td>Toyota Community Concerts</td>
<td>44</td>
<td>26,624</td>
</tr>
<tr>
<td>Toyota Lobby Concert</td>
<td>9</td>
<td>3,218</td>
</tr>
<tr>
<td>Toyota Children Meet Artists Program</td>
<td>13</td>
<td>7,650</td>
</tr>
<tr>
<td><em>Scientific Jack-in-the-Box!</em> The Why/What</td>
<td>17</td>
<td>462</td>
</tr>
<tr>
<td>Lecture</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>99</td>
<td>51,359</td>
</tr>
</tbody>
</table>

* Also held special open classes of the Toyota First Experience Program.

Support from In-company Market Day

We provide dishes prepared using ingredients harvested in the affected areas at employee cafeterias, and regularly hold in-company Market Days to sell goods made or harvested in the affected areas. Exchanges with people in the affected prefectures have led to an appreciation of the products as well as the attractions unique to each area.

Support Provided to 2016 Land of Hope Iwate National Sports Festival and Land of Hope Iwate National Sports Festival for People with Disabilities, a Symbol of Recovery

Toyota provided support to these events with the people of Iwate based on a resonance with the idea of invigorating the region through the power of sports five years on from the disaster. A publicity event held in Tokyo, a baseball clinic for elementary school students by Koji Uehara of the Red Sox, Sports Egao Classrooms at elementary schools in disaster-affected areas, and a rugby match between Toyota Verblitz and Kamaishi Seawaves were held among other events to raise the expectations for the National Sports Festival. Support was also provided on an operational front, with employee volunteers sent to assist during the festivals.
Environment

Basic Concept regarding Environmental Measures

In the area of the environment, Toyota actively provides environmental education, supports environmental programs, and undertakes reforestation. As forests are the basis of a sustainable society, Toyota carries out continuous ownership and preservation of its forests under appropriate management. Furthermore, Toyota has implemented environmental activities in Japan and overseas with an emphasis on collaboration with society and regions, and our employees have undertaken independent regional environmental preservation through volunteer activities.

Activity Cases

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

<table>
<thead>
<tr>
<th>Japan</th>
<th>Toyota Motor Corporation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overview</td>
<td>Achievements</td>
</tr>
<tr>
<td>Based on the satoyama model of forests in the space between cities and nature that are used by people, Toyota has rejuvenated the forest it owns near the urban area of Toyota City, Aichi Prefecture, and is using it as a field for environmental education. The 45-hectare forest opened to the public in 1997 includes an area that allows visitors to become familiar with nature by observing living creatures, as well as an area for the conservation of rare flora and fauna. Dedicated interpreters who possess rich knowledge and experience are always on duty, planning and carrying out hands-on learning programs targeting local elementary school children, in addition to a variety of events that enable participants to use their five senses to experience nature.</td>
<td>Number of participating children per year: Approximately 6,500 Cumulative number of visitors: Approximately 150,000 Received the Third Green Society Award in 2015</td>
</tr>
</tbody>
</table>

Creating Forest Habitat for Flying Squirrels

The Japanese giant flying squirrel is endemic to Japan, but destruction of satoyama environments has caused the population to decline nationwide. Because flying squirrels can nest in human-installed nest boxes as well as natural tree hollows, they are relatively easy to observe.

In the Forest of Toyota, we have continued to take various actions to help flying squirrels, such as conducting ecological surveys of the flying squirrels inhabiting the forest, creating forests for the purpose of conservation and observation, and holding observation tours for the general public. In a new effort in January 2015, we held a symposium on flying squirrels. Through expert lectures and field work, the symposium provided a precious mutual learning opportunity for us and approximately 50 interested people gathered from around the country.

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

<table>
<thead>
<tr>
<th>Japan</th>
<th>Toyota Motor Corporation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overview</td>
<td>Achievements</td>
</tr>
<tr>
<td>In collaboration with Shirakawa Village and environmental NPOs, the Toyota Shirakawa-Go Eco-Institute opened in 2005 in the world heritage site of Shirakawa-Go, with the aim of providing opportunities for many people to gain a deeper understanding of the environment. With the focus on promoting harmonious coexistence with nature and local communities, the institute is enhancing and widely promoting locally-based environmental programs. Under the slogan, &quot;Trail walking for adults. Kids grow stronger in the forest,” visitors learn the importance of nature through seasonal hands-on environmental education programs that both adults and children can enjoy.</td>
<td>In 2015, a commemorative ceremony was held to mark the 10th anniversary of its opening. In March 2016, the Institute received an honorable mention for the FY2015 Youth Activities sponsored by the Japanese Ministry of Education, Culture, Sports, Science and Technology. Cumulative number of visitors: approximately 170,000</td>
</tr>
</tbody>
</table>

Please see page 92 for more information about the Forest of Toyota and the Toyota Shirakawa-Go Eco-Institute.
"Toyomori" Human Development Program: Project to Restore the Relationship between Cities and Rural Areas

Overview
"Toyomori" is a local community development project that was started through the joint efforts of Toyota City, the NPO Support Center for Sustainable Regional Design, and Toyota Motor Corporation. The project began the "Toyomori Naruwa Juku" human resource development course in 2009, focused on rural areas of Japan. Participants carry out fieldwork and coursework to learn about forestry resources, food, agriculture, as well as arts and culture, searching for sustainable lifestyles that suit them. In May 2016, 30 sixth-term students selected through public applications entered the program and began a year of activities. Among the participants who have completed the course work, some have moved from cities to rural areas, and others live in cities but commute to rural areas to participate in local activities. The combination of these activities has become a force that supports rural areas.

Achievements

- In November 2013, the program won the Selection Committee Chairman’s Prize of the Alright! Nippon Awards.
- In April 2014, the program was selected as a corporate category finalist of the Second Nikkei Social Initiative Award.
- Cumulative number of people who have completed course work in the Toyomori project: 117

Toyota Mie Miyagawa Forest Project: Creating Healthy Forests and Using Lumber Resources

Overview
Large numbers of cedar and cypress trees were planted in forests during the post-war period. Due to the decline of the domestic forestry industry, however, many forests were abandoned without maintenance, and now are overgrown. Toyota acquired 1,702 hectares of mountainous forest in Odai Town, Taki District, Mie Prefecture, in 2007 and began restoring the forest. The Toyota Mie Miyagawa Forest was also excessively dense, so work began with an emphasis on thinning. The aim was to create a forest with public functions such as water-source conservation. Furthermore, to make timber production more efficient, we are taking various steps including maintenance cost reduction and forest management based on accurate resource data. Utilizing the now well-maintained forest, we offer hands-on learning programs. We also utilize the lumber produced from this forest in the Toyota Kaikan Museum for display stands.

Achievements

- Toyota Mie Miyagawa Forest obtained Forest Stewardship Council® (FSC) certification in 2010.
- Toyota has joined with a local NPO to hold hands-on programs called "Wooday" since 2014.
- In 2015, Toyota offered a forest work study to the students of Subaru Gakuen High School in Mie Prefecture.

Toyota Environmental Activities Grant Program: Supporting Practical Activities Related to Global Warming Countermeasures and Biodiversity Conservation

Overview
The United Nations Environment Programme (UNEP) has created the Global 500 Award to recognize and honor individuals and organizations that have demonstrated their contribution to protect or improve the environment toward the goal of sustainable development. Toyota received a Global 500 Award in 1999, in recognition of the effect of the world’s first mass-produced, mass-marketed hybrid vehicle, the Toyota Prius, as well as the implementation of our Environmental Management System and our active disclosure of environmental information. After receiving the award, Toyota began to solicit environmental activity proposals from non-profit organizations and other groups in FY2000. Toyota provides subsidies for selected project proposals that contribute to the development of the next generation of human resources, who will be responsible for environmental preservation in the future, and offer practical solutions to environmental issues.

Achievements

- Total number of projects supported: 304 (in 53 countries and regions worldwide)

Please see page 90 for more information about the Toyota Mie Miyagawa Forest.

Please see page 89 for more information about the Toyota Environmental Activities Grant Program.
Social Contribution Activities | Environment

Aqua Social FES (ASF): Global Environmental Protection and Preservation Public Initiatives with a Focus on Water

**Overview**

Since 2012, Toyota has been undertaking water-themed initiatives toward regional environmental protection and preservation throughout Japan, with the participation of the general public. A variety of activities, such as beach and river clean-ups, releasing juvenile fish, growing rice in satoyama without the use of agricultural chemicals, and planting broadleaf trees are planned and carried out in each area through collaboration among TMJ, regional Toyota dealers, NPOs, and local newspapers. A growing number of voluntary activities are also being held in collaboration with companies and dealers, using universities as operational headquarters. Furthermore, the social ripple effects generated by ASF can be clearly seen. For example, some local universities have certified the ASF as a program eligible for academic credit, while some prefectoral governments are budgeting for environmental restoration expenses in response to ASF activities.

Please see page 44 for more information about Aqua Social FES.

Toyopet Fureai Green Campaign: Initiative to Create Lush Green Towns, Carried Out Jointly with Toyopet Dealers Nationwide

**Overview**

With the goal of building lush green towns, and sponsored by the National Land Afforestation Promotion Organization, the Toyopet Fureai Green Campaign has been held every year since 1976 as a regionally rooted social contribution activity, and marked its 40th year in 2015. A variety of afforestation activities are carried out annually, based on the wishes of local governments and communities. For example, Toyopet dealers throughout Japan have donated three types of seedlings to each local government, including the Fukushima cherry (a Somei-Yoshino cherry tree produced in Fukushima Prefecture), as well as unique environment-enhancing plants developed by Toyota to possess a high level of air-cleaning ability. Additionally, through cooperation from Japan Inter Culture, Miss International Japan attends the presentation and tree-planting ceremonies held throughout Japan.

Total number of trees planted: Approximately 400,000

Please see page 44 for more information about initiatives at the new Toyota R&D Center.

Focus

Environmental Learning at the New Toyota R&D Center: Surveying Wasps with Local Junior High School Students

At the site of its new R&D facility being constructed in a hilly and mountainous area on the boundary between Toyota City and Okazaki City in Aichi Prefecture, Toyota is rejuvenating the satoyama environment, which had been deserted and left to ruin. We are also surveying the flora and fauna there in order to protect them.

In FY2015, wasps were surveyed with local junior high school students. Wasps (vespula genera) are important prey for the crested honey buzzard, a rare bird of prey. Wasp pupae and larvae (locally called hebo) are also familiar to the people in the region who have traditionally harvested and eaten them. Using PET bottle traps as well as traditional hebo-catching methods, we were able to survey the wasp's ecology, recognizing anew the importance of nature in the region and the culture that has been nurtured there.

Please see page 44 for more information about initiatives at the new Toyota R&D Center.
### Toyota Costa dos Corais (Coral Coast) Project: Contributing to Conservation of Coastal Ecosystem

**Overview**
Costa dos Corais, the second largest protected area in the world at 413,000 hectares, was established in 1997 by the Brazilian government. However, preservation activities in the area have been insufficient and the ecosystem of the area is at risk.

In 2009, TDB formed the Toyota do Brasil Foundation (TBF), and since 2011, TBF has invested in the project to support the effective protection of the flora and fauna existing in this unique ecosystem. In 2014, TBF has started support activities to protect the manatee, the most endangered aquatic mammal in Brazil. In addition, the project 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 and preservation activities.

**Achievements**
In March 2016, the first manatee puppy was born in the natural environment from a female reintroduced in 2009 by the Manatee Program.

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

**Overview**
Since 2005, TMT has worked with the environmental NGO, Thailand Environment Institute (TEI) to promote awareness of global warming and support sustainable global warming prevention activities. One related effort called “Stop Global Warming” is a contest targeting municipalities and school students who participate learn about the mechanisms behind global warming and its impact, as well as actions that can help mitigate it, such as trash reduction and recycling, energy conservation, tree planting, smart use of transportation and water conservation. They also implement measures they design by themselves.

**Achievements**
Total number of participating organizations: 596
- 210 Local Administration nationwide
- 266 Schools nationwide participated
- 120 Communities nationwide participated

Total number of projects: 2,902
Reduction in greenhouse gas emissions: More than 16,000 tons in CO₂ equivalent

TMT established global warming learning centers in three locations.

### Helping Prevent Desertification for 15 Years

**Overview**
China is facing the serious issue of desertification caused by overgrazing of livestock and other factors. Toyota has been conducting an initiative to stop desertification in Xiaobazi Township, Fengning Manchu Autonomous County, Hebei Province, since 2001 in collaboration with partners such as the Chinese Academy of Sciences. The initiative carries out countermeasures that address the causes of desertification and conducts tree planting to improve the lives of local residents. The initiative has also created a model of sustainable afforestation through related searches and trial and error efforts such as creating mechanisms for sustaining activities by residents even after support has ended. In 2011, management of the program was transferred to TMCI, which has been implementing new measures such as tree planting by employee volunteers in collaboration with local affiliates.

**Achievements**
Cumulative number of trees planted: Approximately 5 million
Cumulative land area planted: More than 3,500 hectares

[Web](http://www.toyota-sgw.net/)
Toyota China Youth Environmental Protection Aid Program: Backing Environmental Preservation Projects by Young People

<table>
<thead>
<tr>
<th>Overview</th>
<th>Achievements</th>
</tr>
</thead>
<tbody>
<tr>
<td>TMC launched the Toyota China Youth Environmental Protection Aid Program with the Central Committee of the Communist Youth League of China and the All-China Youth Federation in 2005. Management of the program was transferred to TMCI in 2008. Proposals for environmental preservation activities are solicited from youth throughout China, and following a screening, support is provided to the selected proposals. The program provides financial support to outstanding ideas and a forum for interaction with other project participants. In addition, exceptional groups and individuals are invited to attend training in Japan. The Power of Seeds Environmental Preservation Program, which facilitates participation by the general public, was launched in 2013. Ideas that lead to environmental preservation are collected on a website.</td>
<td></td>
</tr>
<tr>
<td>Cumulative subsidies granted: 31,4 million renminbi  Cumulative number of participants: More than 50 million  Cumulative number of projects receiving subsidies: 91  Cumulative number of organizations and individuals receiving commendations: 125</td>
<td></td>
</tr>
</tbody>
</table>

Smart Eco-drive Project: Support for Eco-drive and Traffic Safety Campaign by University Students

<table>
<thead>
<tr>
<th>Overview</th>
<th>Achievements</th>
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<tbody>
<tr>
<td>In cooperation with the city of Seoul and the Korea Transportation Safety Authority, TMKR began the Smart Eco-drive campaign targeting university students to encourage eco-driving and traffic safety in 2015. Teams of university students who recently got their driver’s licenses get to learn about environmental issues, safe driving manners, eco-driving techniques, and participate in the Toyota Driver’s Communication (TDC), a hands-on experience that simulates drunk driving, the field of view of children, and elderly people. Then the teams plan and implement their own eco-driving and traffic safety campaigns.</td>
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<tr>
<td>Number of participants in FY2015: 20 teams  Number of people communicated with directly by students: 13,167 people  Online publicity: 36,884 views</td>
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</table>

“Toyota Eco Youth” Project: Sustainable Environment Education Improvement Project Implemented by Junior and Senior High School Students and Local Communities

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<tr>
<th>Overview</th>
<th>Achievements</th>
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</thead>
<tbody>
<tr>
<td>In 2001, UMWT started the Toyota Eco Youth project, targeting secondary schools in the surrounding area. In 2002, the project was expanded to the entire country. UMWT provides students the opportunity to gain environment-related knowledge and learn about Toyota’s problem-solving methodology. The students work on environment improvement projects, such as electricity conservation and wastewater treatment within school grounds, and excellent schools are publicly recognized. In 2011, schools were required to work with their surrounding communities to solve environmental issues in their neighborhood. TMMIN and TAM started an Indonesian version of the program targeting senior high schools in 2005. Both the Malaysian and Indonesian governments have recognized the high educational value of these activities and are actively providing support.</td>
<td></td>
</tr>
<tr>
<td>Malaysia (2001 to present): Total number of participants: About 2,267 people (students and teachers) from 209 schools  Indonesia (2005 to present): Total number of participants: About 52,000 people (students and teachers) from 1,100 schools</td>
<td></td>
</tr>
</tbody>
</table>

Web: http://www.toyota-global.com/sustainability/social_contribution/environment/overseas/env_youth/
###“The Great Plant Hunt” Biodiversity Education Programme

<table>
<thead>
<tr>
<th>Overview</th>
<th>Achievements</th>
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</thead>
</table>
| This program was jointly developed in November 2015 by TME and the Foundation of Environmental Education (FEE) through its partnership. The aim of the program is to focus on biodiversity with a particular emphasis on plants and their associated species. Already, many schools have been involved. Plants are an important part of many life cycles, supporting insects, birds, and mammals by providing food and habitats for nesting and shelter. The program includes educational aspects based on the FEE Educational Principles, and practical activities based on resources developed by the Royal Botanic Gardens, Kew. | Primary schools initially involved in the programme: 308
Total number of teachers involved: Over 3,000
Total number of students involved: Over 34,000 |

####Environmental Conservation at Office Sites and in the Areas Surrounding Them

<table>
<thead>
<tr>
<th>Overview</th>
<th>Achievements</th>
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</thead>
</table>
| From 2008 to 2013, a volunteer initiative called “Greenways Project” was conducted to collect trash and plant trees along 9 km of public roads from TME’s Headquarters in Brussels to its Technical Center located in the suburbs. From 2014, TME has also been carrying out initial research at the headquarters and technical center as part of initiatives to protect and promote biodiversity. From 2015, “insect hotels” were set up at the sites and a biodiversity photography contest was held among TME employees. | Volunteer activities: Around 800 TME employees and their family members have participated, collecting 6,650 liters of trash and planting 6,500 trees.
Biodiversity initiative: In 2014, a total of 200 species of plants, invertebrates, fungi, birds, and mammals were found at the sites. In 2015, insects were found living in the insect hotels. |

####Annual National Mayor’s Challenge for Water Conservation: Toyota, Wyland Foundation Partner for Fifth Year to Increase Water Use Awareness

<table>
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<tr>
<th>Overview</th>
<th>Achievements</th>
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<tbody>
<tr>
<td>TMNA has been supporting the Wyland Foundation’s Annual National Mayor’s Challenge for Water Conservation for five years. Residents who wish to participate in the challenge go to a website and pledge which actions they will take for water resource conservation, CO₂ emissions reduction, and so on. 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. The participants of the city with the highest participation rate are entered into a prize draw to win environment-related prizes, with the grand prize being the new 2016 Toyota Prius.</td>
<td>45,000 residents in all 50 U.S. states made 404,000 pledges to save a projected 1.9 billion gallons of water over the next year.</td>
</tr>
</tbody>
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**Social Contribution Activities**

**Environment**

**Overview**

10 countries (Belgium, Germany, Italy, Spain, Denmark, Slovenia, Latvia, Turkey, Ireland, Poland)

**Toyota Motor Europe (TME)**

**Achievements**

Primary schools initially involved in the programme: 308
Total number of teachers involved: Over 3,000
Total number of students involved: Over 34,000

---

**Overview**

From 2008 to 2013, a volunteer initiative called “Greenways Project” was conducted to collect trash and plant trees along 9 km of public roads from TME’s Headquarters in Brussels to its Technical Center located in the suburbs.

From 2014, TME has also been carrying out initial research at the headquarters and technical center as part of initiatives to protect and promote biodiversity.

From 2015, “insect hotels” were set up at the sites and a biodiversity photography contest was held among TME employees.

**Achievements**

Volunteer activities: Around 800 TME employees and their family members have participated, collecting 6,650 liters of trash and planting 6,500 trees.

Biodiversity initiative: In 2014, a total of 200 species of plants, invertebrates, fungi, birds, and mammals were found at the sites. In 2015, insects were found living in the insect hotels.

---

**Overview**

TMNA has been supporting the Wyland Foundation’s Annual National Mayor’s Challenge for Water Conservation for five years. Residents who wish to participate in the challenge go to a website and pledge which actions they will take for water resource conservation, CO₂ emissions reduction, and so on. 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. The participants of the city with the highest participation rate are entered into a prize draw to win environment-related prizes, with the grand prize being the new 2016 Toyota Prius.

**Achievements**

45,000 residents in all 50 U.S. states made 404,000 pledges to save a projected 1.9 billion gallons of water over the next year.
Since 1969, Toyota has conducted the Toyota Traffic Safety Campaign every spring and autumn, cooperating with its dealers and affiliated companies and acting in concert with Japan's National Traffic Safety Campaigns. Toyota donates traffic safety picture books and story cards for children entering kindergartens and nursery schools nationwide. These educational materials show children the danger of running into the street, which is one of the major causes of traffic accidents involving young children, and help them learn to cross the street correctly. More recently, in response to the higher rates of road accidents during the late afternoon and early evening, Toyota is encouraging drivers to turn on their headlights early and pedestrians to wear reflectors so they can be more quickly noticed by drivers.

**Activity Cases**

**Toyota Traffic Safety Campaign: Carrying Out Traffic Safety Activities in Spring and Autumn Together with Toyota Dealers and affiliated companies**

**Overview**

Since 1969, Toyota has conducted the Toyota Traffic Safety Campaign every spring and autumn, cooperating with its dealers and affiliated companies and acting in concert with Japan's National Traffic Safety Campaigns. Toyota donates traffic safety picture books and story cards for children entering kindergartens and nursery schools nationwide. These educational materials show children the danger of running into the street, which is one of the major causes of traffic accidents involving young children, and help them learn to cross the street correctly. More recently, in response to the higher rates of road accidents during the late afternoon and early evening, Toyota is encouraging drivers to turn on their headlights early and pedestrians to wear reflectors so they can be more quickly noticed by drivers.

**Achievements**

Number of copies of traffic safety picture books issued in FY2015: Approximately 2.55 million; Cumulative total: Approximately 133.69 million
Number of sets of traffic safety story cards issued in FY2015: Approximately 48,000; Cumulative total: Approximately 1.47 million

**Certificate of Appreciation Received from the Japan Traffic Safety Association**

In January 2016, at the 56th Central Convention of the Citizens Movement for Traffic Safety attended by Prince and Princess Akishino, Chairman Takashi Imai of the Japan Traffic Safety Association presented a certificate of appreciation to Toyota President Akio Toyoda. The certificate recognized Toyota's many years of work promoting traffic safety in a variety of fields, including the production and distribution of traffic safety picture books and story cards designed to help prevent road accidents involving young children. This was the sixth certificate of appreciation received by Toyota, placing it at the highest position among all Japanese corporations in terms of the number of certificates received.
Social Contribution Activities | Traffic Safety

Hands-on Traffic Safety Events: Pikkari Reflective Screen and Visual Field Learning Board

Overview
Aiming to provide traffic-safety educational programs that will take root in communities, Toyota collaborates with local government organizations, private companies, and Toyota dealers nationwide to present hands-on traffic safety events. These events offer hands-on programs using various tools, including the Pikkari Reflective Screen, which allows participants to clearly see the effectiveness of reflective materials and the differences in visibility of different colors, and the Visual Field Learning Board, which underlines the importance of looking both ways when using a crosswalk or driving. Having people of all ages try these tools is improving the traffic safety awareness of the general public.

Achievements
- Number of times events were held in FY2015: 6
- Cumulative number of times events were held: 81
- Number of program participants in FY2015: 4,471
- Cumulative number of program participants: Approximately 49,200

Topics
Small Presents Full of Children's Affection
On the Respect for the Aged Day in the autumn of 2015, Toyota held an event for children to craft reflective key chains as gifts for their grandparents at a venue called Tressa Yokohama. The main theme of this program was to improve traffic safety for the elderly during the late afternoon and early evening. To reduce the number of accidents involving elderly pedestrians, the program encouraged drivers to turn on their headlights early and pedestrians to wear reflectors.

At the venue, hands-on events were held to help participants learn about the effectiveness of reflective materials and the blind spots of bicyclists. Many children attended the main event of the program, which was the workshop for crafting reflective key chains.

Upon hearing an explanation about reflective materials and their effectiveness in preventing traffic accidents, the children quickly set out to craft reflective key chains with their own design. Grandparents who received the presents with personal hand-written messages were all smiles.

Toyota Safety School: Locally Established Traffic Safety Class for Young Children

Overview
The Toyota Safety School, which takes place every year at the Toyota Kaikan Museum and the Toyota Safety Education Center “mobilitas,” invites children to attend from kindergartens and preschools located in Toyota City, Aichi Prefecture, and Toyota facilities in Shizuoka Prefecture. At the Toyota Kaikan Museum, participating children enjoy learning about traffic-safety rules through performances, traffic safety skits, quizzes and other events. 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, in positive habits such as how to cross the street and the dangers of running into the street. These programs, which are designed to help children think about and develop the ability to notice dangers around them, have become well established as regular traffic safety promotion activities in the region.

Achievements
- Cumulative total number of schools participated: 3,652
- Cumulative number of participants: 259,135
- Number of times events were held in FY2015: 6
- Cumulative number of times events were held: 81
- Number of program participants in FY2015: 4,471
- Cumulative number of program participants: Approximately 49,200
Social Contribution Activities | Traffic Safety

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

Overview

Toyota has its own safe-driving program, which is conducted for drivers among the general public and at companies. 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 young drivers. Since then, both the target age groups and the venues have been extended, with programs now being held year-round at five sites, including Toyota Safety Education Center “mobilitas” (located at Fuji Speedway).

Achievements

Number of program participants in FY2015: Approximately 13,000
Cumulative number of program participants: Approximately 100,000

Tenth anniversary of the Toyota Safety Education Center “mobilitas”

The Center, which opened in April 2005 at Fuji Speedway, features a variety of facilities for practicing a wide variety of safe driving techniques, including a 100,000-m² flat course, the largest of its kind in Japan, a 35-degree bank, and low-resistance courses (slippery road surfaces). The “mobilitas” marked its 10th anniversary in 2015.


With the goal of raising the level of traffic safety awareness in the region, Toyota Motor Hokkaido has been holding the Toyota Hokkaido Exciting Traffic Safety Club, a traffic safety class, since FY2014 at kindergartens in Tomakomai City where the company is headquartered. The program uses a show format featuring two superheroes, Tomamoru Rider, the original mascot of the program, and Tomachop, the official mascot of Tomakomai City. The program teaches children in a fun way about the danger of running into the street and the meaning of traffic signals. At the end of the program, all the children practice correctly using a crosswalk.
Social Contribution Activities | Traffic Safety

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

**Overview**
TMT has promoted a traffic safety campaign called the White Road Project (implies “safe road” in Thai) since 1988. As part of this campaign, TMT has so far opened White Road Theme Parks where children can enjoy learning about traffic safety, a traffic safety education program that sends mascots to elementary schools nationwide, and a traffic safety campaign targeted at younger generations and new drivers in collaboration with Toyota dealers. TMT’s activities are conducted with the cooperation of Thailand’s Ministry of Education, Royal Thai Police, Ministry of Transport, and other organizations. Its long standing initiatives have been acclaimed by the Thai government.

**Achievements**
- Total number of participating children: 2.469 million
- Participation in FY2015: 199,230 people

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Toyata Safety Driving Training Program: Vietnam's First Safety Driving Instructors

**Overview**
TMV and the Traffic Police of the Vietnamese Ministry of Public Security jointly conducted the Toyota Safety Driving Training Program to train instructors. In March 2016, a graduation ceremony was held for Vietnam’s first eight safety driving instructors.

Advisors were sent from Toyota Motor Corporation to Vietnam and trained instructor candidates selected from Vietnam Traffic Police and TMV employees for an 18-month training period in order to develop their safe driving skills and safety mindset. Candidates who did not have their own cars used commercial vehicles for daily practices and gained the skills to achieve the targets. The instructors are expected to hold driving seminars and other programs to help reduce traffic accidents in Vietnam in the future.

**Achievements**
- Total number of program held: 5 (August 2014—March 2016)
Social Contribution Activities | Traffic Safety

Traffic Safety Educational Activities through Hands-on Events, Social Media and Other Channels

China | Toyota Motor (China) Investment (TMCI)

Overview
The rapid increase in car ownership in China has resulted in congestion, frequent 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. TMCI has responded since 2005 by organizing hands-on traffic safety events in Beijing, Shanghai, and other major cities. To bring its campaign to the attention of a larger audience, since 2014 TMCI has been creating stories, comic strips, and animated films illustrating simple lessons in traffic safety and traffic etiquette, which it posts on newly-created social networking sites and video-sharing websites. For children, the comic strips are issued in booklet form.

Achievements
Cumulative number of participants: Approximately 30,000
Cumulative number of views of animations: Approximately 240,000
Cumulative number of social network accesses: Approximately 70,000

Support for Traffic Safety Activities by Toyota Community Foundation

Australia | Toyota Motor Corporation Australia (TMCA)

Overview
The Toyota Community Foundation (TCF) was established in 2011 by TMCA to consolidate its social contribution activities. As part of its grant activities to support traffic safety, it has been 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 through initiatives such as practical and highly efficient workshops for teenagers. The workshop emphasizes that new drivers should have the right attitude and behavior in order to drive safely.

Achievements
Every year more than 50,000 high school students take part in a one-day hands-on experience program.

Driving Schools Opened in Collaboration with Dealers

India | Toyota Kirloskar Motor (TKM)

Overview
TKM is collaborating with dealers to open a series of Toyota Driving Schools in India to promote compliance with traffic regulations, traffic safety, and eco-driving. The schools offer two programs designed to enable participants to drive with confidence in a safe and enjoyable manner. The Start Program helps beginners get accustomed to driving, while the Smart Program allows experienced drivers to refine their skills. A unique feature of this program is that overall evaluation and feedback are provided at each stage of the training.

Achievements
Our plan is to establish 50 driving schools across India by 2020. We have launched four driving schools in India as of May 2016 (Kochi, Lucknow, Hyderabad, Chennai). As of May 2016, 487 students were registered and 344 students had completed the course.
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, TKM held training sessions on providing basic safety driving training for airport taxi drivers. Health checkups and eye tests were also offered. Drivers requiring further testing were referred to hospitals and those found to have eyesight problems were issued eyeglasses free of charge.

Achievements
2015:
- Number of drivers receiving health checkups: 1,280
- Number of drivers receiving free eyeglasses: 306
- Number of drivers referred to hospitals: 4
Cumulative totals (Jan 2015 & Jan 2016)
- Number of drivers receiving health checkups: 2,580
- Number of drivers receiving free eyeglasses: 631
- Number of drivers referred to hospitals: 8

Traffic Safety Education for Children

Traffic accidents have become a hot concern in Cambodia. Seeing such tragedies, TCAM carefully considered how to help reduce the number of traffic accidents. In August and September 2014, TCAM organized a traffic safety program at the biggest shopping mall in the city, providing children with lectures from traffic safety specialists, animated films, an explanation of road signs from the traffic police, and games. In October 2015, TCAM continued carrying out this activity to spread more awareness to schoolchildren in Siem Reap and Battambang provinces. The main content of the program in these provinces mostly consisted of playing games to find out how to act on the road after the lecture.

Achievements
2014:
- Number of events held: 2
- Cumulative participants: 120
2015:
- Number of events held: 2
- Cumulative participants: 330

Activities to Raise Children’s Traffic Safety Awareness

To raise children’s traffic safety awareness through early childhood education, TMMT has participated since 2005 in the National Traffic Safety Week event in Sakarya Province, where TMMT is headquartered. A children’s painting contest with a traffic safety theme has been helping raise children’s traffic safety awareness and nurturing their creativity. Actively conducted by employee volunteers, TMMT has also been holding a Traffic Safety School since 2010, using animated films to teach second graders about traffic rules and proper seatbelt use. The class also includes a hands-on program where students experienced nighttime visibility.

Achievements
- Total number of participants: More than 7,000
TeenDrive365: Promoting Traffic Safety Education for Teens

Overview
Automobile crashes are the leading cause of death for teenagers in the United States. The first year a teenager gets their driver’s license is the most dangerous. Based on these facts, TMNA created TeenDrive365, a driving safety initiative that encourages teenagers to learn safe driving with the help of their families. TD365.com provides various resources and tools to spark discussion between teenagers and their parents. The Video Challenge encourages teenagers to create a video to promote safe driving. Viewers can learn the dangers that can occur during driving, and acquire the knowledge and skills necessary to avoid crashes.

Achievements
Number of video contest participants: Over 1,500
Number of website viewers: 432,049

Toyota and You Kids: Road Safety Education for Kids

Overview
TASA has been conducting road safety activities as part of its CSR initiatives to support the development of local communities. “Toyota and You Kids” is a program for children aged five to nine years old to support their education in road safety. They can learn road signs and traffic signals through fun games, listen to instructive talks aimed at children, and play in a road safety theme park. The knowledge acquired through the program with their families is used in the children’s everyday actions.

TASA will support the development of local communities through this program.

Achievements
Participants in 8th program: 1,360 schoolchildren in Baradero
Participants in 9th program: 1,050 children in Zárate
Participants in 10th program: 960 children in Campana
Cumulative participants: 11,500 children.
According to a 2013 World Health Organization (WHO) report, the number of traffic accident fatalities has been rising in Africa even as the numbers have been declining in other regions of the world. There are so many traffic accident fatalities in Africa that they account for one-fourth of the global total, and measures are being taken in African countries to reduce accidents.

Toyota began supporting the Global Road Safety Partnership (GRSP) in 2004, and since then has continuously worked to address key traffic issues including ensuring the safety of pedestrians in emerging nations, encouraging seatbelt use, and traffic safety education for children. Local Toyota distributors also conduct a variety of educational programs such as traffic safety campaigns in collaboration with regional governments, police and other organizations.

**Focus**

### Traffic Safety Education in Africa Where Issues Are Becoming Critical

According to a 2013 World Health Organization (WHO) report, the number of traffic accident fatalities has been rising in Africa even as the numbers have been declining in other regions of the world. There are so many traffic accident fatalities in Africa that they account for one-fourth of the global total, and measures are being taken in African countries to reduce accidents.

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#### Case Study 1: Safe Way Right Way Campaign in Uganda

Toyota Uganda Limited has been working to reduce traffic accidents on Uganda’s highways as a member of the Safe Way Right Way Campaign steering committee. In 2014, Toyota Uganda donated four speed monitoring laser cameras necessary for the traffic safety campaign to the Ministry of Works and Transport. The minister stated that the cameras were “extremely effective.” A school zone campaign has also been launched in eastern Uganda. Toyota Uganda currently plans to set strategic targets for reducing the expected number of traffic accidents and to conduct a traffic safety campaign over the next three years.

#### Case Study 2: Traffic Safety Partnership in Zambia


#### Case Study 3: Traffic Safety Campaign in Malawi

Toyota Malawi conducted a traffic safety campaign at Nansengwe Primary School in Blantyre District in collaboration with the South Malawi Police and the Malawi National Road Safety Council, which is under the authority of the National Roads Authority, in March 2014.

The traffic safety campaign, which was intended to raise awareness of traffic safety through a radio program, brought attention to the Road Traffic Law, the use of vehicles suitable for operation on roads, attentiveness by drivers, as well as giving heads-up to pedestrians and children going to and from school on roads. The campaign was conducted for three months.

Toyota Malawi also donated road crossing kits, megaphones, PCs, and other items to Nansengwe Primary School and built a pedestrian crossing.
Education

Basic Concept regarding Education and Human Resource Development Programs

In the area of education and human resource development, Toyota provides support in occupational and educational areas and implements programs worldwide. These programs are designed to instill sensitivity and convey the importance of monozukuri to promote the development of the human resources who will become the leaders of tomorrow in accordance with our principle that “Monozukuri is about Developing People.”

Activity Cases

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

Overview

Toyota has been addressing the problem of youth moving away from the sciences by holding a scientific workshop program for children every year since 1996. Interested members of the Toyota Engineering Society* 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 designed from specialized fields such as vehicle aerodynamics and electric power recovery vehicles. The programs aim to elicit children’s creative thinking as well as develop their interest in “making things.”

So far, over 400 of these lectures have been held in 45 prefectures in Japan and some 30,500 children have participated.

* 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.

Web http://www.toyota-global.com/sustainability/social_contribution/education/domestic/lecture/

Program for Hearing Impaired Children: Gaining Understanding of Cars and Monozukuri through Interaction with Employees

Overview

As a part of its community contribution activities undertaken for more than 40 years, Toyota cooperates with dealers to invite students of schools for the hearing impaired in Aichi, Mie, Gifu, and Shizuoka Prefectures to tour the Toyota Kaikan Museum and a plant. In this program, the students experience design first-hand and engage in other activities to deepen their understanding of cars and monozukuri. The program includes an explanation of work by Toyota employees who graduated from schools for the hearing impaired and the opportunity to make coloring sketches using the tools that designers use in their work. The aim of creating these opportunities is to foster interest in cars and dreams for the future.

Career Experience Program: Nurturing Children’s Dreams and Goals

Overview

As part of its career education initiatives, Toyota started holding these programs at the Toyota Kaikan Museum from 2014 with the aim of helping children consider the meaning of work. A variety of programs in which students can experience part of Toyota employees’ work, such as development of the fuel cells mounted on the MIRAI, casting and other production technologies, and tours of exhibition areas have been developed. Employees take the role of instructors and convey to the students what is important about performing their work. At the conclusion of the program, the children receive their wages in virtual currency and eagerly spend it at a special shop operated by elementary school students, who also participate in the program.

Achievements

Number of students participating in FY2015: 80
Cumulative number of times program has been held: 43
Cumulative number of participants: Approximately 3,900

Students color sketches under the guidance of a designer

Overview

Number of students participating in FY2015: 84
Cumulative number of times program has been held: 3
Cumulative number of participants: 190

Tour of exhibit area

Fuel cell development
## The Toyota First Experience Program: A Traveling Classroom Held at Elementary Schools in Cooperation with Nationwide Toyota Dealers

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<th>Overview</th>
<th>Achievements</th>
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| The Toyota First Experience Program is a traveling classroom held in collaboration with dealers in various regions of Japan that stimulates all five senses and promotes feelings of \textit{Waku-doki} (excitement and exhilaration that wows you) in children through up-close experiences with cars. Targeting fourth and fifth graders, the program provides a fun, hands-on learning experience as part of science or social study classes. Actual vehicles are used to teach students about the workings of cars and their relationship to the environment and the economy. Each real hands-on experience is intended to create a deep impression on the children as one of their first experiences with cars. | Number of schools where the class was held in FY2015: 426  
Cumulative number of schools where class has been held: 2,376  
Number of participants in FY2015: 20,803  
Cumulative number of participants: approximately 120,000 |

Please see page 43 for more information about the Toyota First Experience Program.

## Toyota Children Meet Artists Program: Workshop-style Classes that Enhance Sensitivity and Cultivate Dreams

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<thead>
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<th>Overview</th>
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| This program was conducted over the 12 years from January 2004 to March 2016 throughout Japan in collaboration with NPOs in various regions with the objective of instilling sensitivity in and fostering the dreams of children who will lead the next generation, through interactions with artists. Dancers and contemporary artists visited schools, children’s halls, hospitals, and other facilities and worked with teachers to create workshop-style classes that emphasized the learning process through hands-on activities during music, physical education, and integrated studies times. The children learned about the thinking of others and came to recognize differences in values. In addition, the expression by the children stimulated the creativity of the artists. | More than 87 workshops were held in 15 locations nationwide  
Cumulative number of participants: More than 8,000 |

## Automobile Technical Training Course for Brazilians in Japan—Supporting Employment after Returning to Brazil

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<tr>
<th>Overview</th>
<th>Achievements</th>
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<tr>
<td>This course was created at the Toyota Technical College Nagoya in 1999 as a part of Toyota’s social contribution programs. It was created in response to Fernando Guimarães Reis in 1998, then the Brazilian Ambassador to Japan, who requested cooperation with the education of the children of Brazilian citizens living in Japan. The course is taught in Portuguese by Brazilian instructors and is tailored to local automotive conditions in Brazil. Many of the students who completed the program 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.</td>
<td>Cumulative number of graduating students: 308</td>
</tr>
</tbody>
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Social Contribution Activities | Education

Toyota Technological Institute: Cultivating International Industrial Leaders

Overview
Toyota Technological Institute (TTI) was established in 1981 with a founding philosophy of “Always be studious and creative, striving to stay ahead of the times” as stated in the precepts of Toyota founder Sakichi Toyoda. TTI trains highly creative engineers proficient in practical development skills through small-group instruction (one instructor to about 10 students) and a curriculum rich in experiments and hands-on training, maintaining a 100 percent 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, the institute started planning renewal of its campus with a target completion date of 2019.

Achievements
Cumulative number of general students who have gained employment: 864
Cumulative number of adult students who have graduated: 1,471

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

Overview
In FY2015, Toyota became a sponsor of the “Dream Class for the MIRAI (Future) in Toyota City,” a part of the JFA Kokoro Project implemented jointly by the Japan Football Association and more than 130 local governments nationwide. Athletes belonging to Toyota Motor’s sports teams along with athletes from the JFA and Chukyo University visit elementary schools as “dream teachers.” They first conduct gymnasium-based activities such as playing games that set goals for all class members. Then, they give a lesson using a Dream Curve* to convey how wonderful it is to have a dream as well as the importance of effort and teamwork. Young Toyota employees are also sent to the schools to support the lessons as volunteers.

* A chart showing the ups and downs dream teachers faced in pursuing their dreams, how they overcame difficulties, and what they learned

Hands-on Work Experience Event “Work and Apprenticeship Workshop” for Children

Overview
In September 2015, Tokyo Toyopet held a hands-on work experience event for children called the “Work and Apprenticeship Workshop,” in collaboration with the Yume Rakuza Project, which supports the development of dreams by the children who will lead the next generation. Tokyo Toyopet is the first car dealer to hold such a hands-on event. A hands-on vehicle maintenance class was held at the company’s Shinonome Training Center, its training facility. The 30 participating children donned the same uniforms as engineers and experienced work such as removal and installation of a tire, lightbulb replacement, and bolt tightening while receiving instruction.

Achievements
Lessons held in 51 classes at 22 elementary schools in Toyota City
20 Toyota athletes (from six athletics clubs) and 100 Toyota employees participated as volunteers.

Focus

Overview

In FY2015, Toyota became a sponsor of the “Dream Class for the MIRAI (Future) in Toyota City,” a part of the JFA Kokoro Project implemented jointly by the Japan Football Association and more than 130 local governments nationwide. Athletes belonging to Toyota Motor’s sports teams along with athletes from the JFA and Chukyo University visit elementary schools as “dream teachers.” They first conduct gymnasium-based activities such as playing games that set goals for all class members. Then, they give a lesson using a Dream Curve* to convey how wonderful it is to have a dream as well as the importance of effort and teamwork. Young Toyota employees are also sent to the schools to support the lessons as volunteers.

* A chart showing the ups and downs dream teachers faced in pursuing their dreams, how they overcame difficulties, and what they learned
Social Contribution Activities | Education

**Toyota Study Assistance Fund: Providing High-achieving Students with Wide-ranging Support**

**Overview**
Toyota, TMCI, 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 university or pursuing graduate degrees. In addition to financial support, a summer camp program designed to enhance the student’s autonomy and skills, support for student job-search activities, and other educational programs are provided and students are invited to travel to Japan to expand their perspectives. The program began with 20 universities (10 students from each university) and was expanded to 26 universities in 2014. To provide networking opportunities, an online community that includes students, graduates, CSCLF and Toyota was also established.

**Cumulative number of recipients:** Approximately 2,600 planned (2006–2017)

**Program locations:** Over 280 locations in 56 cities in 31 states

**Donations:** Over 46 million dollars

**Support provided to:** About 418 schools, 1,818 teachers, and 220,317 pupils

**Web** [http://www.toyota-global.com/sustainability/social_contribution/education/overseas/edu_fund.html](http://www.toyota-global.com/sustainability/social_contribution/education/overseas/edu_fund.html)

**Exchange between Chinese and Japanese students during a trip to Japan in 2015**

**The 2015 summer camp program**

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

**Overview**
Since 1991, TMNA has committed to promote the Toyota Family Learning Program in partnership with the National Center for Families Learning (NCFL) across the United States. TMNA 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, in addition to helping the entire family learn English together, to address important societal issues, such as safety, environmental protection, finance, current education systems, traffic, and health that families learn together and take part in the community activities.

**Program locations:** Over 280 locations in 56 cities in 31 states

**Donations:** Over 46 million dollars


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**Toyota Teach: Supporting Enhanced Primary Education**

**Overview**
TSAM and TSAF are working to promote improved academic achievement among elementary school children in areas where the educational environment is poor, by helping improve and assist teachers’ understanding of the curriculum policies. One of the aims of the program is to stay abreast of the latest trends and advances in education. Since 2005, the program has strengthened training on overall school operation, focusing on areas such as governance and human relations. In 2009, a whole school approach was implemented and the Toyota Teach Primary School Project operates in 10 schools in a four year cycle.

**Support provided to:** About 418 schools, 1,818 teachers, and 220,317 pupils

**Trainer visits a school to give guidance to measures of issues and check progress**

**Teachers attending a curriculum workshop**

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Social Contribution Activities | Society and Culture

Society and Culture

Basic Concept regarding Social and Cultural Programs

In Japan, “society and culture” have been added to Toyota’s priority areas for global social contribution activities. Programs that make maximum use of Toyota’s know-how and resources are undertaken primarily in these two areas. In the area of culture, Toyota supports music, theater, and other programs with an emphasis on promoting local culture, supporting youth, and expanding perspectives. In the area of society, Toyota supports mecenate programs, social welfare, and independent lifestyles in order to promote communication and the pursuit of mutual benefit with local communities to create a society where diverse people respect and support each other.

Activity Cases

Support of Amateur Orchestras

Toyota Community Concerts, Toyota Youth Orchestra Camp, and the Toyota Music Library have supported the foundations of amateur orchestras in numerous regions throughout Japan for more than 30 years.

Membership in the Federation of Japan Amateur Orchestras Corp. has grown from 23 in the 1980s to 140 orchestras currently. The orchestras visit and hold concerts at social service facilities, hospitals, and remote islands which are difficult for professional orchestras to access, and their musicians have grown to become indispensable leaders of local culture.

Toyota Community Concert in Fukushima Koriyama was held on November 8, 2015, some four years and eight months after the Great East Japan Earthquake. On this day, members of four amateur orchestras in Fukushima Prefecture including the Koriyama Civic Orchestra joined together with the heartfelt belief that music has the power to inspire and the desire to hold the concert to support Fukushima’s recovery. They were joined by a choir of high school students, and a total of 270 residents gave the performance of their dreams under the direction of Ken-ichiro Kobayashi, a renowned conductor who was born in Fukushima and is nicknamed “Koba-Ken of the flame.” The piece they selected to perform was Mahler’s Symphony No. 2, the Resurrection Symphony.

On the day of the performance, the venue was sold out despite some rain. The emotionally moving concert concluded with thunderous applause, a standing ovation, and loud cheering.

The day before the concert, a banner depicting cherry blossoms in full bloom sent by members of orchestras from throughout Japan was displayed in JR Koriyama Station. The banner was covered in messages expressing wishes for a successful performance and for the recovery of the Tohoku region.

Toyota Community Concert in Fukushima: Koriyama Expresses Recovery of Fukushima Through Music

The Toyota Community Concert in Fukushima Koriyama was held on November 8, 2015, some four years and eight months after the Great East Japan Earthquake. On this day, members of four amateur orchestras in Fukushima Prefecture including the Koriyama Civic Orchestra joined together with the heartfelt belief that music has the power to inspire and the desire to hold the concert to support Fukushima’s recovery. They were joined by a choir of high school students, and a total of 270 residents gave the performance of their dreams under the direction of Ken-ichiro Kobayashi, a renowned conductor who was born in Fukushima and is nicknamed “Koba-Ken of the flame.” The piece they selected to perform was Mahler’s Symphony No. 2, the Resurrection Symphony.

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Topics

Toyota Community Concert in Fukushima: Koriyama Expresses Recovery of Fukushima Through Music

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Social Contribution Activities | Society and Culture

Toyota Community Concerts: Local Concerts Promote Regional Culture Through Music

Overview
Toyota Community Concerts have been held since 1981 in collaboration with the Federation of Japan Amateur Orchestras Corp. to support concerts by amateur orchestras in various communities all over Japan with the aim of contributing to the promotion of regional culture through music. The performances are varied and include popular works and masterpieces of classical music as well as selections from opera, musicals, film scores, and anime songs. The concerts are enjoyed by all, from classical music aficionados to first time concert-goers.

Achievements
Cumulative number of performances: 1,550
Cumulative attendance: Approximately 1,266,000

Toyota Youth Orchestra Camp: Supporting Future Leaders of Local Culture

Overview
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 Corp. 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 2015, 70 years after the end of the Second World War, the camp and performance were held for the first time in Okinawa.

Achievements
Cumulative number of participants: More than 5,500
Toyota received the Award Granted by the Commissioner for Cultural Affairs at the 2014 Mecenat Awards sponsored by the Association for Corporate Support of the Arts, Japan.

Toyota Music Library

Overview
The Toyota Music Library, which lends sheet music, was established in 1986. The sheet music, which is essential to orchestra activities, is loaned free of charge for up to six months, and the music for multiple pieces can be simultaneously borrowed. All functions from searching the library to requesting sheet music can be performed online. The library is used by a wide range of groups from junior and senior high schools and universities to community orchestras.

Achievements
In 2016, 30 years after its establishment, the library updated its special-purpose website.
Toyota Master Players, Wien: Providing Quality Time to Enjoy World-class Music

Overview
These concerts feature some 30 members of the world famous Vienna Philharmonic Orchestra and Vienna State Opera with the aim of providing fans with first-rate music at affordable prices, and to help nurture a rich spirit through music.

To further the appeal of the concerts, especially with 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.

Achievements
Since the first concert in 2000, the program has been conducted 13 times.
Cumulative number of concerts: 95
Cumulative attendance: Approximately 160,000

Toyota Lobby Concert: Concert at the Tokyo Head Office Building to Bring Good Music to Our Neighbors

Overview
Toyota holds concerts at its Tokyo Head Office building and invites local residents and people from nearby social service facilities. A diverse range of music is featured with the assistance of artists who share the concert's objectives. The events are managed mainly by employee volunteers working closely with the community.

Attendees 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.

Achievements
Held twice annually since 1995. Cumulative number of performances: 40
Cumulative number of participating artists: 194
Cumulative attendance: 15,000

Concert with a Theme of Summer Festivals Conveys Respect for Rich Cultural Heritage and Wishes for Recovery in Tohoku

The theme of the 39th Toyota Lobby Concert was summer festivals. The concert featured Bonten, a Japanese drumming troupe known for young and energetic female drummers; Masaki Nakamura, a shakuhachi bamboo flute player who is always looking to further expand the boundaries of his art and pursue the local roots of his music; and percussionist Sayaka Nojiri, who is ever venturing into new musical territories. The performances were filled with wishes for recovery of the Tohoku region, an area with a rich cultural heritage born from its abundant natural environment.

As a part of the Kokoro Hakobu Project, flyers for festivals to be held in the disaster-affected areas were distributed, posters were displayed to raise awareness of Tohoku’s vibrant performing arts scene, and specialty products from Tohoku were sold.
### Toyota Choreography Award: Discovering and Nurturing the Next Generation of Choreographers

**Overview**
The Toyota Choreography Award was established in 2001 in collaboration with the Setagaya Public Theater. The award helps choreographers take their creations to the next level by focusing on highly creative next-generation dance that transcends genres and careers. The winner of the “Next-generation Choreography Award” is given the opportunity to present their work at the Setagaya Public Theatre in Tokyo and a residency program in Kanazawa (space for rehearsals and lodging while creating a new work is provided). In addition, Toyota has provided the gymnasium at the Head Office in Tokyo as a rehearsal room free of charge since 1999 in response to comments that it can be difficult for choreographers to secure workspaces.

**Achievements**
The event has been held nine times to date, and a total of 64 groups (73 people) have been selected as finalists. This program was recognized for its originality and won the 2003 Mecenat Award sponsored by the Association for Corporate Support of the Arts, Japan.


### Net TAM: An Arts Management Information Site that Supports People Involved in the Arts

**Overview**
Net TAM, a comprehensive arts management information site, was established in 2004 in collaboration with the Association for Corporate Support of the Arts, Japan to support the development of the foundations of arts and culture throughout Japan and foster human resources involved in the arts and culture. The site receives approximately 430,000 page views each month from its diverse user base ranging from future art students to those at the forefront of the arts. Net TAM provides a wide range of useful information, including an archive of Toyota Arts Management programs which were held over the eight-year period from 1996, as well as columns, job listings, collections of web links, lists of reference works, and bulletin boards. Those who are directly involved in the arts can pass on information about the arts from a variety of perspectives.


### Focus

#### Toyota Motor Kyushu TPS Improvement Study Meeting Enhances Monozukuri (Manufacturing) of Local Companies

**Overview**
Industry, academia, and government in Fukuoka Prefecture collaborate with the aim of creating advanced production sites that integrate all processes from development to production. As a part of those efforts, Toyota Motor Kyushu held the Toyota Motor Kyushu TPS Improvement Study Meeting taught by experts. At the study meeting, active support was provided for using improvement methods based on the Toyota Production System (TPS) to identify various issues, reduce waste, and raise monozukuri (manufacturing) through genchi genbutsu (on-site hands-on experiences). In response to requests from participating companies, individual support is being provided for implementation.

Social Contribution Activities | Society and Culture

Sharing the Toyota Production System (TPS) to Help Others Do More with Less and Maximize Impact

Overview

In 1992, TSSC was founded in Lexington, Kentucky, to “contribute to society by sharing TPS and help strengthen manufacturing in North America.” Not limited to Toyota suppliers, TSSC shares TPS knowhow with North American manufacturers, nonprofit organizations, and government entities that have a true desire to learn and adapt TPS as a way to improve their operations and better serve customers.

In April 2011, TSSC became a not-for-profit corporation, and it is actively making efforts to support more public service and nonprofit organizations.

In healthcare, TSSC has helped reduce wait times at emergency rooms as well as inventory in stock rooms. It has also expanded its support of nonprofit organizations in areas such as hunger relief, disaster recovery, education, social services and the arts.

Overview

Following the decision to close its plant at the end of 2017, Toyota Motor Corporation Australia (TMCA) has been looking for ways to contribute to the local community outside its main business. Thus, TMCA established TSSC-AU, modeled after TSSC activities in the United States. TSSC-AU members, who had previously been supporting Toyota suppliers as part of the TMCA Procurement Department, have now successfully shortened the time required for filling prescription drugs at pharmacies and the wait time for cancer patients at treatment centers. Although the Center has just been established, its members are very motivated, hoping to utilize the knowhow they have accumulated through 50 years of manufacturing for the betterment of the community.

Overview

With request for support from the city of São Paulo, which has many Japanese communities, TDB started the operation improvement of Santa Cruz Hospital with the hospital staff in 2015. After investigating the layout and flow of processes in the emergency room, they noticed many issues that could be improved, such as staff wasting time going back and forth to the same place while preparing medication. They decided to change the layout, putting higher demand medication in the immediate vicinity, which led to improvements in patient waiting times. The hospital intends to apply the TPS they have learned to other services such as orthopedic attendance in order to continue the improvement of operations. Improving the hospital allows them to save more lives.

Overview

Application of the Toyota Production System (TPS) to Improve Small and Medium-sized Enterprises and Nonprofit Organizations

Australia Toyota Production System Support Center Australia (TSSC-AU)

Achievements

Reduced patient waiting times in a cancer treatment center by up to 56 percent.

Reduced time required for filling prescription medication by up to 85 percent.

Contributing to saving lives: Sharing Toyota Production System (TPS) to Improve Hospital Operation

Overview

Before

The nurse sets up a variety of medicines while going back and forth at the same place many times, and much waste occurs.

Waste of time

Medicine storage shelf

Patient

PC Desk

Sheet

After

The sequence position of medicine to be changed per work order in order to reduce wasting time.

Patient

PC Desk

Medicine storage shelf

Sheet

Achievements

Reduced patient waiting time: 20 percent decrease compared to before application of TPS

Food Bank For New York City

- Before: Seats went unfulfilled while multiple people waited outside the soup kitchen.
- After: All seats filled thanks to the one by one seating approach and support of a volunteer "point person."
### Supporting Free Surgery Project

**Venezuela**

**Overview**
A project in Venezuela called “Rotaplast” provides free surgeries 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 TDV plant is located. Although many volunteers also take part in the project, inviting surgeons from all over the world requires financial support. Since 2010, Toyota has been assisting the program’s activities through financial support and the participation of employee volunteers. 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.

**Achievements**
- Patients in 2015: 248 patients came to the hospital, 95 patients required surgery and a total of 100 surgeries were performed
- Number of Toyota volunteers: 415 volunteers


![Volunteer communicating with patient](image)

![Smiling patient with employee volunteers](image)

### MEDICAL & DENTAL OUTREACH PROGRAM: Providing Annual Medical and Dental Service in Impoverished Areas

**Philippines**

**Overview**
In cooperation with medical hospitals, dental associations, pharmaceutical companies, and local governments, TMPF began a project in 1992 providing annual medical and dental care to local residents who would otherwise have no access to healthcare. TMPF finances the project and TMPF partner institutions provide free medical and dental services and free medicine. Around 250 volunteers, made up of Toyota employees and scholars; doctors and nurses; dentists, and pharmaceutical staff actively participate in the project. Three diagnostic vans offered by TMPF provide vital services such as X-rays, mammograms and various laboratory tests. Minor surgeries are sometimes performed on patients, while those with acute illnesses are referred to area hospitals.

**Achievements**
- Total number of patients examined since 1992: More than 101,000.


![A baby having blood taken by volunteer doctor](image)

![Volunteer dentist removing a boy’s tooth](image)

### Natural Disaster Relief in Japan and Overseas

**Japan and Overseas**

**Overview**
When a major disaster occurs, TMC undertakes recovery activities with protecting human life and recovery of the affected area as its highest priorities. Toyota accurately assesses the damage in the affected region and responds as quickly as possible, 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.

**Activities in FY2014–2015**
- **Earthquake in Yunnan Province, China in August 2014:**
  - Total of 8 million renminbi
  - (Total from TMC, TMCI, Guangzhou Automobile Group Co., Ltd. and China FAW Group Corporation)
- **Damage from torrential rain in western Japan in August 2014:**
  - 10 million yen
- **Damage from Cyclone Pam in Vanuatu in March 2015:**
  - 3 million yen
- **Earthquake in Nepal in April 2015:**
  - Total of 10 million yen
  - (Total from TMC and Toyota Tsusho Corporation)

Supporting Employees’ Volunteer Activities

Basic Concepts regarding Support for Volunteerism

Toyota supports employees’ participation in volunteer activities undertaken on their own initiative and seeks to establish communities where people support one another. In Japan, Toyota works with relevant parties to plan and conduct programs that address various issues surrounding communities in four key fields: environment, disaster relief, social welfare, and sports. Toyota also internally disseminates volunteer information from outside organizations.

Activity Cases

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

Overview

The Toyota Volunteer Center was established within the company in 1993, and works with all plants and offices to support volunteer activities targeting employees (including their family members and retirees). The center encourages the 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.

Achievements

Approximately 20,000 Toyota employees participate in volunteer activities every year. The center incorporates volunteer experiences into training, targeting new hires and young employees.

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

Overview

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. Each time an employee orders a reduced-calorie lunch in one of the company cafeterias on Wednesdays, 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. This program provides a casual opportunity for employees to take part in a social contribution activity and helps boost their volunteer-related awareness.

Achievements

Introduction of the program into the cafeterias of all plants and offices was completed in May 2015. The total donation in FY2015 amounted to approximately 3.4 million yen (equivalent to approximately 170,000 school lunches). The cumulative total donation since FY2011 amounts to approximately 12.26 million yen.

Volunteering to Preserve Loggerhead Turtle Spawning Beach: Employees Nurturing a Precious Ecosystem

Overview

Omotehama 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 Tenryu River. Its ecosystem is now in jeopardy. Once a year since 2011, employees from the Tahara Plant located close to the beach and the Head Office have turned out with their families to work in cooperation with Omotehama Network, a local NPO, and Akabane Juku, building hedges out of bamboo to serve as windbreaks and reduce erosion. They also clean the beach in preparation for the loggerhead turtles’ arrival for spawning, beginning in May.

Achievements

Between FY2011 and FY2015, 611 people from the Head Office and the Tahara Plant participated. In April 2016, 164 participants worked on the project.
Social Contribution Activities | Supporting Employees’ Volunteer Activities

Thinning of Planted Forests by Volunteers: Initiative to Develop Rich and Beautiful Forests

Japan  | Toyota Motor Corporation

Overview
Committed to conserving local forests, volunteers first gathered in Asuke Town, Toyota City, Aichi Prefecture, in 2000 to begin forest maintenance activities such as cutting underbrush and pruning. Since then, their activities have expanded. In 2008, the internal volunteer circle “Forest Keepers” was established 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.

Achievements
In FY2015, a total of 511 people participated in 71 volunteer events, thinning 634 trees in planted forests. Since 2008, a cumulative total of 3,976 people have participated in 390 volunteer events, thinning 5,943 trees in planted forests.

Promoting Community Contribution through Volunteer Activities with “Team Toyota”

United States  | Toyota Motor North America (TMNA)

Overview
Since the establishment of the first Toyota manufacturing facilities more than 30 years ago, TMNA has promoted volunteer activities among team members and their families and friends. Executives also participate in volunteer activities, making the company-wide volunteer initiative to contribute to local communities.

TMNA’s volunteer recognition program includes the Team Member Donation Program from which each team member can designate Toyota funding to charitable organizations of their choice, based on the number of volunteer hours performed by the team member during the year. Another recognition program acknowledges “top volunteers” each year. Team members who have had a special impact on the local community are selected as “Community Star (volunteers of the year).” The company honors these volunteers through donations directly to the organizations for which these team members volunteer.

Achievements
A result of TEMA* (2015)
Team Toyota Volunteer Program: More than 400 team members volunteered for a total of 10,000 hours.
Donation by company: 57,000 dollars to local charitable organizations designated by TEMA team members.
Top Volunteers: 18,000 dollars awarded to local agencies.

* TEMA: Toyota Motor Engineering and Manufacturing North America

Volunteer Activities at “Anna House” Homeless Support Center

South Korea  | Toyota Motor Korea (TMKR), Lexus dealers

Overview
Since 2005, employees of TMKR have been participating in volunteer programs at Anna House, a facility in suburban Seoul that assists homeless people. Volunteering activities are done once or twice on a monthly basis, mainly dealing with providing free meals to approximately 450 homeless people who visit Anna House on a daily basis. Dealers in other regions are also participating in similar volunteer activities at local facilities. Homelessness support organizations praise the enthusiasm of the volunteers from Toyota.

Achievements
Cumulative number of meals provided: Approximately 76,000
Cumulative number of TMKR volunteers: 2,835

Employees participating in volunteer activities
Hand-made kimchi is donated to Anna House
Volunteer Support for the Special Olympics

Toyota supports the Special Olympics by dispatching employee volunteers and through other means.

2015 Special Olympics World Summer Games (Los Angeles)

Overview of event

<table>
<thead>
<tr>
<th>Event period</th>
<th>July 25–August 2, 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of participants</td>
<td>543,500 participants from 165 countries and regions</td>
</tr>
<tr>
<td>Number of events</td>
<td>25 (Japanese athletes participated in 11 events)</td>
</tr>
</tbody>
</table>

Overview of Event and Details of Support

More than 8,000 athletes from 165 countries participated in the 2015 Special Olympics World Games held in the United States, the birthplace of the Special Olympics. Fierce competition unfolded with the support of many volunteers.

As an official sponsor, Toyota donated five million dollars, provided 400 vehicles, and supported the event through various other means. Participating employee volunteers supported the games through various means including working at the reception desk, providing logistical support at events, and serving as drivers between event venues.

2016 Special Olympics Nippon National Winter Games in Niigata

Overview of event

<table>
<thead>
<tr>
<th>Event period</th>
<th>February 12–14, 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of participants</td>
<td>24,610</td>
</tr>
<tr>
<td>Number of events</td>
<td>7</td>
</tr>
</tbody>
</table>

Overview of Event and Details of Support

The Niigata Games were also held as the trials for selecting the Japanese athletes who will compete in the World Games to be held in Austria in 2017. More than 600 athletes from around Japan and numerous volunteers and athlete family members worked together to support the athletes.

Toyota entered into a national partner agreement with Special Olympics Nippon in January 2016 and provided comprehensive support to the Niigata Games.

Toyota dispatched employee volunteers (including members of company sports clubs) to assist with operations and leadership at competitions and other events. PR activities and support tours were also held at sales branches in Niigata to further raise excitement for the Games.

Comment from an Employee Volunteer at the Niigata Games

Keita Kinoshita, Design Quality Innovation Division

I thought it would be much more difficult to have direct contact with individuals with mental disabilities, but I was amazed at the sense of communication that was achieved simply by high-fiving the athletes who had completed an intense competition. The athletes that I met again at the award ceremony hugged me and their families spoke to me, and I was unexpectedly moved to tears.

Please see page 30 and 59 for more information about the Special Olympics.
Cultural and Exhibit Facilities

Basic Concepts regarding Cultural and Exhibit Facilities

The ideas of contributing to society through manufacturing and leading the times through research and creativity represent the passion of our predecessors and have been passed on to the Toyota of today. To create an enriching future for people and cars, Toyota puts considerable effort into preserving its founding spirit and concepts in the form of an automotive and manufacturing culture.

Activity Cases

Toyota Kuragaike Commemorative Hall: Introducing the History of Toyota and the Dreams of the People who Supported its Founding

<table>
<thead>
<tr>
<th>Japan</th>
<th>Toyota Motor Corporation</th>
<th>Established: September 1974</th>
</tr>
</thead>
</table>

Overview

Photos, videos, dioramas, and actual vehicles are used to introduce the path Toyota’s founder, Kiichiro Toyoda, and his colleagues took in overcoming countless obstacles in their quest to realize their great dream of establishing a full-fledged automotive industry in Japan. Kiichiro’s former residence, built in 1933, was relocated and restored on the hall grounds, reminding visitors of earlier times. The adjoining Kuragaike Art Salon hold exhibits mostly of an artwork owned by Toyota.

Web http://www.toyota.co.jp/en/about_toyota/facility/kuragaike/

250 Ikeda-cho Minami, Toyota City, Aichi Prefecture

Toyota Kaikan Museum: Displaying Toyota’s Vision and State-of-the-Art Technologies, and Providing a Reception Point for Plant Tours

<table>
<thead>
<tr>
<th>Japan</th>
<th>Toyota Motor Corporation</th>
<th>Established: November 1977</th>
</tr>
</thead>
</table>

Overview

The Museum shows today’s Toyota, displaying state-of-the-art environmental and safety technologies, as well as automobile manufacturing under the Toyota Production System aimed at high quality. The Museum also provides the reception point for plant tours, which are conducted in both Japanese and English and thus are very popular with visitors from overseas. The Museum also receives fifth graders on field trips, and holds a traffic safety school for kindergarteners as part of Toyota’s social contribution activities.

Web http://www.toyota.co.jp/en/about_toyota/facility/toyota_kaikan/

1 Toyota-cho, Toyota City, Aichi Prefecture

Sakichi Toyoda Memorial House: Exhibiting the Life Story of Sakichi Toyoda, Founder of the Toyota Group and Major Contributor to the Development of Japanese Industry, at His Birthplace

<table>
<thead>
<tr>
<th>Japan</th>
<th>Sakichi Toyoda Memorial House Preservation Society (comprised of 21 companies including Toyota Motor Corporation)</th>
<th>Established: October 1988</th>
</tr>
</thead>
</table>

Overview

The site includes the main house, the barn where Sakichi carried out his research, and the home where he was born (restored in 1990). Displays include Sakichi’s first invention, the Toyoda Wooden Hand Loom, as well as the Type G Toyoda Automatic Loom, patent certificates, and other precious items. Additionally, a movie depicting Sakichi’s life helps visitors intimately feel and experience his ambitions and passion.

Web http://www.toyota-global.com/company/profile/facilities/sakichi_toyoda_memorial_house.html

113-2 Yamaguchi, Kosai City, Shizuoka Prefecture
MEGA WEB features three theme pavilions: the Toyota City Showcase, a display area with information on Toyota’s global environmental, safety and other technologies, motorsports as well as Toyota vehicles from Japan and overseas; the History Garage, a display of historical vehicles from Japan, America, and Europe; and the Ride Studio, an indoor driving course where even children can experience the joy of driving while learning traffic rules. In addition, MEGA WEB includes the Ride One, a course that allows participants to test drive any of Toyota’s passenger vehicles. Through those attractions, including hands-on events, MEGA WEB communicates information on car culture.

Toyota Automobile Museum: Learning the History of Automobiles through Classic Cars from around the World

Overview
The Museum displays 160 classic cars from around the world that contributed to the development of the automotive industry, showing how closely interlinked the global and Japanese automotive industries have been as they advanced. The museum gives great importance to maintaining and preserving these cars and features original vehicles preserved in working condition. Visitors can see the cars being driven in demonstration drives held each spring and autumn. There are three vehicles visitors can actually ride in. In addition, classes are held twice a year that allow participants to actually drive a Ford Model T. The museum not only holds original exhibits, but also hosts the classic car festivals, programs targeted at schools, and other various events to help people become familiar with the history and culture of automobiles.

Toyota Commemorative Museum of Industry and Technology
Exhibits and Demonstrations to Introduce the History of Toyota, which Used the Textile Machinery Business as a Springboard to Enter the World Stage of Car Manufacturing

Overview
The Toyota Commemorative Museum of Industry and Technology was established 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. The creation of the museum preserved the red brick building, whose architecture is historically significant, as a historical heritage site for the entire Toyota Group. Its aim is to broadly convey the value of the spirit of being studious and creative as well as the importance of 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.

MEGA WEB: Car Theme Park in Tokyo’s Waterfront District Enabling Visitors to Look, Ride, and Feel Cars

Overview
MEGA WEB features three theme pavilions: the Toyota City Showcase, a display area with information on Toyota’s global environmental, safety and other technologies, motorsports as well as Toyota vehicles from Japan and overseas; the History Garage, a display of historical vehicles from Japan, America, and Europe; and the Ride Studio, an indoor driving course where even children can experience the joy of driving while learning traffic rules. In addition, MEGA WEB includes the Ride One, a course that allows participants to test drive any of Toyota’s passenger vehicles. Through those attractions, including hands-on events, MEGA WEB communicates information on car culture.
The Toyota Foundation was established in 1974 to support research and programs that seek solutions to problems in various fields according to the specific needs of the times from a global perspective. The foundation currently conducts a variety of support programs. Its domestic programs aim at utilizing local resources to create jobs and develop new leaders in order to invigorate local communities in Japan. Its international programs focus on policy suggestions and measures related to issues such as aging populations and cultural diversification, common to Southeast Asian and East Asian countries including Japan.

Social Contribution Activities | Foundations

The Toyota Foundation: Globally Supporting NGO/NPO Activities

Overview
The Toyota Foundation was established in 1974 to support research and programs that seek solutions to problems in various fields according to the specific needs of the times from a global perspective. The foundation currently conducts a variety of support programs. Its domestic programs aim at utilizing local resources to create jobs and develop new leaders in order to invigorate local communities in Japan. Its international programs focus on policy suggestions and measures related to issues such as aging populations and cultural diversification, common to Southeast Asian and East Asian countries including Japan.

Achievements
Cumulative total number of grants provided: Approximately 7,900 grants totaling about 17.9 billion yen

Toyota NPO Kaiketsu “Solution” College lecture course held
In May 2016, the foundation held an ongoing lecture course titled Toyota NPO Kaiketsu “Solution” College (a total of six lectures) that provided a broad array of NPOs with an opportunity to acquire problem-solving techniques from Toyota’s organizational management. In the Toyota NPO Kaiketsu “Solution” College, participants learn Toyota’s problem-solving philosophy and methodology. All new employees learn this when they join TMC. Toyota’s problem-solving techniques can be applied not only to production sites, but to all kinds of organizations and businesses. The foundation developed the lecture course because it believed these techniques would also be applicable to NPOs. We hope that the lecture course will help people from a wide array of NPOs gain abilities to solve the problems they face in their operations, empowering them to develop powerful solutions for regional and societal issues.

Toyota Female Engineer Development Foundation: Supporting High School and Female College Students Majoring in Science and Engineering Pursue Engineering Careers

Overview
In the Toyota Group, there are many women working as engineers who create entirely new things. The Toyota Female Engineer Development Foundation was established in 2014, with the hope of creating opportunities for aspiring female students to discover their future careers by meeting these predecessors and hearing their stories. Its goal is to increase the number of women who want to study science and engineering and support female students who can go on to become active in the world of manufacturing. The foundation creates opportunities for high school students to come into contact with the world of engineering through various kinds of seminars and events. Female students entering science and engineering universities are supported with mentoring and scholarships.

Achievements
Project to introduce careers in science and engineering (targeted at high school students)
Conducted on-demand classes targeting approximately 5,000 students (male and female) at 24 schools in Aichi Prefecture.
Scholarship support project (targeting female college students majoring in science and engineering)
Provided scholarships to 129 students at 36 universities nationwide.

Cumulative total number of grants provided: Approximately 7,900 grants totaling about 17.9 billion yen

http://www.toyotafound.or.jp/english/index.html
We carried out a new challenge called Next Generation Mobility Challenge, to leverage and inspire millennials, who were born between the middle of the 1980s and the early 2000s and are well versed in the Internet and other technologies, to address critical mobility issues throughout the United States. In the final selection held in May 2016, the first prize was won by a team that proposed an app that would help visually impaired people navigate their surroundings. The winning team received internships at the Partner Robot Group of Toyota Motor Engineering & Manufacturing North America (TEMA). TMF will continue activities engaging in young people to develop innovative solutions for mobility issues.

Social Contribution Activities | Foundations

Toyota Mobility Foundation: To Enable More People to Go More Places

Japan and Overseas | Toyota Mobility Foundation (TMF)

Overview
The Toyota Mobility Foundation was established in August 2014 to realize a prosperous mobility society while eliminating disparities in mobility. We partner with a variety of non-profit organizations, research institutions, and others to address mobility issues around the world.

Achievements
Number of grants issued in FY2014: Two grants totaling about 740 million yen
Number of grants issued in FY2015: Two grants totaling about 580 million yen

Grant Projects Start in Japan! –Providing the Freedom of Mobility in Mountainous Areas–
Populations in mountainous areas of Japan have been declining and aging, making it difficult for residents to go shopping, visit medical clinics, or commute to school. Concerns that these mobility restrictions may negatively impact their health and increase the financial burden of nursing costs are emerging. To address these issues, Toyota Mobility Foundation began providing grants to Mimasaka City, Okayama Prefecture, for four years and Toyota City, Aichi Prefecture, for three years, with the goal of building new mobility systems in mountainous areas through the introduction of a variety of mobility means, such as ultra-compact EVs.

The foundation’s hope is that these projects will bring freedom of mobility to the people of mountainous areas facing the issue of aging populations and will become a mobility model for community revitalization.

Case 1: Ueyama District of Mimasaka City, Okayama Prefecture

<table>
<thead>
<tr>
<th>Project name</th>
<th>Ueyama Mobility Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grantees</td>
<td>Minna no Shuraku Kenkyujo (Research institute for sustainable rural villages) (NPO) and Aida Ueyama Tanadadan (NPO)</td>
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<tr>
<td>Project Period</td>
<td>About 4 years starting in January 2016</td>
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<tr>
<td>Project Budget</td>
<td>220 million yen</td>
</tr>
</tbody>
</table>

Words of Appreciation from Grant Recipient
Ms. Masayo Ino
Chairperson of Aida Ueyama Tanadadan (NPO)

We hope to utilize the grant from TMF to create new frameworks and business models, and communicate what we learn to other areas facing similar issues, in order to solve long-term issues such as inconveniences in daily mobility and inefficiency in farm work.

Case 2: Asuke District of Toyota City, Aichi Prefecture

<table>
<thead>
<tr>
<th>Project name</th>
<th>Asuke Mobility Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grantees</td>
<td>Nagoya University</td>
</tr>
<tr>
<td>Project Period</td>
<td>About 3 years starting in April 2016</td>
</tr>
<tr>
<td>Project Budget</td>
<td>360 million yen</td>
</tr>
</tbody>
</table>

Next Generation Mobility Challenge (United States)
We carried out a new challenge called Next Generation Mobility Challenge, to leverage and inspire millennials, who were born between the middle of the 1980s and the early 2000s and are well versed in the Internet and other technologies, to address critical mobility issues throughout the United States. In the final selection held in May 2016, the first prize was won by a team that proposed an app that would help visually impaired people navigate their surroundings. The winning team received internships at the Partner Robot Group of Toyota Motor Engineering & Manufacturing North America (TEMA). TMF will continue activities engaging in young people to develop innovative solutions for mobility issues.

http://toyotamobilityfoundation.org/en/