Toyota’s Social Contribution Activities 2016
About this Booklet

Toyota’s Social Contribution Activities 2016 presents in booklet form information on Toyota Motor Corporation’s main activities undertaken during the relevant period excerpted from the Sustainability Data Book* (former Sustainability Report). Starting in FY2016, Toyota will also issue a booklet entitled “SMILES” with the aim of conveying information on Toyota’s social contribution activities to an even broader range of readers (issued in March 2017), so please review this publication as well.

The data featured in this report covers the period from April 2015 to March 2016. For major ongoing initiatives, data from April 2016 onward is also included.

Scope

The report covers Toyota Motor Corporation (TMC)’s initiatives as well as the activities of consolidated subsidiaries and affiliates in Japan and overseas.

Company Profile

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Toyota Motor Corporation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head Office</td>
<td>1 Toyota-Cho, Toyota City, Aichi Prefecture 471-8571, Japan TEL: +81-565-28-2121 (main contact)</td>
</tr>
<tr>
<td>Date Founded</td>
<td>August 28, 1937</td>
</tr>
<tr>
<td>Main Businesses</td>
<td>Motor Vehicle Production and Sales</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Capital</th>
<th>397 billion yen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Shareholders</td>
<td>577,044</td>
</tr>
<tr>
<td>Number of Shares Issued</td>
<td>3,385,097 thousand</td>
</tr>
</tbody>
</table>

Note: Data on capital and shareholders is current as of March 31, 2016. Capital is rounded off to nearest hundred million.
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Focus: Work and Apprenticeship Workshop (Tokyo Toyopet Motor Sales Co., Ltd.) [Japan]
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Toyota Choreography Award [Japan]
Net TAM [Japan]
Focus: TPS improvement study meeting (Toyota Motor Kyushu, Inc.) [Japan]
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The Toyota Global Vision - announced in March 2011 - reflects lessons learned from financial losses as a result of the global economic crisis of 2008 and quality issues. It also articulates the kind of company that Toyota wants to be and the kind of values it should esteem, which should be embraced throughout Toyota. It was announced as a clear statement to Toyota’s customers and society as a whole. The Five Main Principles of Toyoda, the Guiding Principles at Toyota and the Toyota Way have played a role of the backbone values of all Toyota operations. We will strive to implement a positive cycle of making ever-better cars that exceed customer expectations, contributing to Enriching the Lives in communities, and being rewarded with the smile of customers and communities. This leads to a Stable Business Base. We aim to generate such virtuous cycles and achieve sustainable growth.
Basic Concept

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

<table>
<thead>
<tr>
<th>Social Issues</th>
<th>Three global priority fields</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment</td>
<td>Environment</td>
</tr>
<tr>
<td>Traffic Safety</td>
<td>Traffic Safety</td>
</tr>
<tr>
<td>Education</td>
<td>Education</td>
</tr>
<tr>
<td>International exchange and sports</td>
<td>International exchange and sports</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Regional needs</th>
<th>Regional (country-specific) needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Society and Culture</td>
<td>Society and Culture</td>
</tr>
<tr>
<td>(country-specific)</td>
<td>(country-specific)</td>
</tr>
</tbody>
</table>

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

* 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>
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
- Environment: Forest of Toyota, Toyota Shirakawa-Go Eco-Institute, Toyota Mis Miagawa 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 Kuragake Commemorative Hall, Toyota Kakan Museum, MEGA WEB
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>Initiative</th>
<th>FY2015 Result</th>
<th>FY2016 Initiative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Contribution • Promoted activities in fields including environment, traffic safety, education, society and culture</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 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</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Held the Safety Driving Instructor Training Program jointly with Vietnam Traffic Police, resulting in the training of eight safety driving instructors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• In Iwate Prefecture, employee volunteer relief activities were held six times by 16 Toyota Group companies, with a total participation of 149 employees</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 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></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Initiative</th>
<th>FY2015 Result</th>
<th>FY2016 Initiative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great East Japan Earthquake Restoration Support • In Iwate Prefecture, employee volunteer relief activities were held six times by 16 Toyota Group companies, with a total participation of 149 employees</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 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></td>
<td></td>
</tr>
</tbody>
</table>

FY2015 Expenditure for Social Contribution Activities

- Environment
- Traffic Safety
- Education
- Society and Culture
- Other

Approximately 25.3 billion yen

FY2015

* 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.
Kokoro Hakobu Project

Great East Japan Earthquake Recovery Support Project

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.

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
  - VESI Dream Kihara Corporation

Social Contribution

Provision of funds

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

Provision of vehicles

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

160 company-owned houses
320 dormitory rooms

Relief supply

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.

* Donation of proceeds from ticket sales for volunteer programs and fund-raising at related facilities are ongoing
* Donated 100 million yen each to living and education funds for earthquake orphans in Miyagi, Iwate and Fukushima prefectures
* Verified the feasibility of an on-demand bus system
Volunteer Activities

(As of March 2016)

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number of times</th>
<th>Number of participants/attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011–2012</td>
<td>16</td>
<td>13,405</td>
</tr>
<tr>
<td>2013–2015</td>
<td>9</td>
<td>3,218</td>
</tr>
<tr>
<td></td>
<td>13</td>
<td>7,650</td>
</tr>
<tr>
<td></td>
<td>17</td>
<td>482</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>99</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>Scientific Jack-in-the-Box! The Why/What Lecture</td>
<td>17</td>
<td>482</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>99</strong></td>
<td><strong>51,359</strong></td>
</tr>
</tbody>
</table>

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.

Focus

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, who then played for the Boston 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.
The Special Olympics is an international sports organization that provides sports training and holds competitions that gives people with intellectual disabilities opportunities to demonstrate their abilities. The affiliates of Toyota in the U.S. have been an active partner since 1986, and they became an official partner of the Special Olympics World Games in 2015. In addition, we have continued to develop activities in other regions, with other overseas affiliates also providing different avenues of support, such as by providing vehicles and volunteers for the Games. In Japan, Toyota entered into a national partnership agreement with Special Olympics Nippon in January 2016. We will continue to show our support for national programs, events and competitions.

**Support for the Special Olympics**

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**Toyota Signs National Partnership Agreement with Special Olympics Nippon**

Toyota Motor Corporation (TMC) entered into a national partnership agreement with Special Olympics Nippon in January 2016.

TMC President Akio Toyoda said with regard to the national partnership agreement, “We share the principle espoused by the Special Olympics of seeking a society that respects diversity regardless of disability. I believe that the ability of all to work passionately towards a common goal whether they are athletes, staff, or spectators and the sense of unity and the respect and understanding for others that arise as a result are the true strengths and appeals of sports. Toyota will do whatever it can to create a society where all people can participate through the power of sports.”

**Comment from Ms. Yuko Arimori**

**President & CEO, Special Olympics Nippon**

In 2014, twenty years after its inception, Special Olympics Nippon entered a new stage and began to develop “Unified Sports,” an initiative of using sports so that everyone can participate, and ultimately aiming to achieve a society of mutual respect. Unified sports provide a venue to form teams made up of persons with and without intellectual disabilities in order to compete together. Special Olympics Nippon was able to form a partnership with TOYOTA, which believes in the power of sports, providing support for sport activities both inside and outside the company. I am glad because the Special Olympics movement will most certainly continue to grow.

*Unified sports: Provides a venue for training and competitions forming teams with athletes who have intellectual disabilities and partnering them with unimpaired individuals of similar age and competition ability. We are trying to increase the number of opportunities for athletes and their partners to participate in sports.*
The Winter National Games held in Niigata served as the trials for selecting those Japanese athletes who will compete in the World Cup 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 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.

### 2015 Special Olympics World Summer Games (Los Angeles)  Toyota Motor North America (TMNA)

#### 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.

#### Overview of event

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

### 2016 Special Olympics Nippon National Winter Games in Niigata  Toyota Motor Corporation

#### Overview of Event and Details of Support

The Winter National Games held in Niigata served as the trials for selecting those Japanese athletes who will compete in the World Cup 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.

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#### Overview of event

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

#### 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.

#### Overview of Event

**Overview of Event and Details of Support**

**Highlight**

<table>
<thead>
<tr>
<th>Special Olympics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toyota Loops is participating in this Special Olympics and is actively involved in improving the health of employees, promoting mental and physical well-being as well as improving their lifestyles.</td>
</tr>
</tbody>
</table>

**Focus**

**Athletes from Toyota Loops* to Compete in Special Olympics**

Toyota Loops is participating in this Special Olympics and is actively involved in improving the health of employees, promoting mental and physical well-being as well as improving their lifestyles.

In 2016, six athletes from Toyota Loops competed in the Special Olympics in track and field, swimming, tennis, basketball, and bowling following intensive preparation.

* Toyota Loops is a special-purpose subsidiary of Toyota Motor Company, founded to provide employment for seriously disabled persons so there will be more opportunities for the disabled to find employment.
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

Overview
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.

Achievements
- Number of participating children per year: Approximately 6,500
- Cumulative number of visitors: Approximately 150,000
- Received the Third Green Society Award in 2015

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

Overview
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, “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.

Achievements
- 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

Topics
- Creating Forest Habitat for Flying Squirrels
- Toyota Shirakawa-Go Eco-Institute: Valuing Nature’s Wisdom, Expanding Environmental Programs Rooted in the Community

Web
Environment

“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 Naritai 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.

Wild chimpanzees in Bossou
Conserving chimpanzee populations by reforesting the savannah between Bossou and the Nimba Mountains (Grant recipient: Green Corridor)

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.

Use of lumber at the Toyota Kaikan Museum
Hiking, logging observation, and log cutting experiences (students from Subaru Gakuen High School)

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)

Wild chimpanzees in Bossou
Tree planting using hexatubes (seedling protectors)
Environment

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

Japan

Toyota Marketing Japan (TMJ), Toyota dealers throughout Japan, and local newspapers

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 prefectural governments are budgeting for environmental restoration expenses in response to ASF activities.

Achievements
Total number of times ASF was held: 445 (in 47 prefectures)
Total number of participants: 45,608 (average age of 26.1 years)

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

Japan

Toyopet dealers throughout Japan, Toyota Motor Corporation

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.

Achievements
Total number of trees planted: Approximately 400,000

Focus

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

Japan

Toyota Motor Corporation

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.
Environment

**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.


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**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. Local residents 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.


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**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

[Xiaobazi Township in 2000 before the start of the project](Xiaobazi_Township_in_2015)

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

Overview
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.

Achievements
- 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

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

Overview
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.

Achievements
- Number of participants in FY2015: 20 teams
- Number of people communicated with directly by students: 13,167 people
- Online publicity: 36,884 views

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

Overview
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.

Achievements
- 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

Environment

“The Great Plant Hunt” Biodiversity Education Programme

Overview
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.

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

 Pictures drawn by students who have studied biodiversity around their school (Ireland)

Environmental Conservation at Office Sites and in the Areas Surrounding Them

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.

 Web http://www.ecoschools.global/the-great-plant-hunt/learn-more

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

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.


The major points at the City of Ventura (one of the 2016 winners) on a map

The most popular picture in the biodiversity photography contest
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.

Traffic Safety Educational Materials (picture books and story cards)

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.

Certificate of appreciation presentation ceremony at the 56th Central Convention of the Citizens Movement for Traffic Safety

Chairman Imai presenting a certificate of appreciation to President Toyoda

http://www.toyota-global.com/sustainability/social_contribution/safety_activities/campaign/
Hands-on Traffic Safety Events: Pikkari Reflective Screen and Visual Field Learning Board

Overview
Aiming to provide traffic-safety education 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

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.

Kurapika Box for learning about using reflective materials for greater traffic safety

Children presenting their handmade reflective key chains with hearts full of gratitude. Thrilled grandparents receiving the presents.

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 at the crossing 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

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 at the crossing 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

Overview

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).

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.

Overview

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.

Achievements

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.
The traffic environment in Vietnam is severe, and there were approximately 23,000 traffic accidents in 2015, resulting in 8,671 fatalities. In response, Toyota Motor Vietnam (TMV) launched the Toyota Safety Driving Training Program in collaboration with the Traffic Police Bureau of the Vietnamese Ministry of Public Security to train driving instructors.

The Instructor Training Program is the first of its kind in Vietnam. Instructors from Toyota Motor Corporation taught safe driving skills and a safety mindset to eight candidates selected by the Vietnamese police and TMV over an 18-month period. In Vietnam, many drivers do not own cars, and motorcycles are the main transportation. The candidates had few opportunities to drive cars other than during the training, and consequently, they used commercial vehicles for daily practice to gain safe driving skills and achieve the program targets. In addition to technical driving skills, the program imparted a broad range of knowledge and experience-based tools relating to safe driving including the importance of reflective materials and child seats used in Japan, the dangers of drunk driving, and physical changes that occur in conjunction with aging.

All eight of the participants passed the instructor certification test without problem on March 9, 2016. Certificates were presented at a graduation ceremony held on March 11. Deputy Minister of Public Safety Tran Viet Tan, TMC Executive Vice President Nobuyori Kodaira, and other attendees expressed their hopes that the instructors would extend the spirit of traffic safety throughout Vietnam.

Instructors Begin Activities for the Development of a Safer Transportation Society

Veteran specialized instructors with more than 30 years of experience as test drivers and safe driving instructors at TMC conducted training on all aspects of driving from the basics including driving posture and steering to advanced driving skills. They also provided guidance on the importance of understanding automotive structures and mental preparedness regarding safety.

Truong, a TMV employee, participated in the training

I learned many things regarding the prevention of traffic accidents including understanding the behavior of seniors and children, always being considerate, and driving skills. I look forward to teaching the things that I learned to others from the perspective as an instructor.

http://newsroom.toyota.co.jp/en/detail/11515078
Traffic Safety

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

Thailand | Toyota Motor Thailand (TMT)
--- | ---
**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

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.
### Traffic Safety

#### Driving Schools Opened in Collaboration with Dealers

**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.

#### Safe Driving Education for Airport Taxi Drivers

**Overview**

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

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#### Traffic Safety Education for Children

**Overview**

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**

Number of events held in FY2014: 2;  
Cumulative participants: 120  
Number of events held in FY2015: 2;  
Cumulative participants: 330

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<th>Cambodia</th>
<th>Toyota (Cambodia) Co., Ltd. (TCAM)</th>
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</thead>
<tbody>
<tr>
<td>Overview</td>
<td>Achievements</td>
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</table>

Web: [http://www.toyotabharat.com](http://www.toyotabharat.com)
Traffic Safety

Activities to Raise Children's Traffic Safety Awareness

Turkey  |  Toyota Motor Manufacturing Turkey (TMMT)

Overview
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

United States  |  Toyota Motor North America (TMNA)

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

Toyoda’s Social Contribution Activities

http://www.toyota.com/teendrive365/index.html

Toyota and You Kids: Road Safety Education for Kids

Argentina  |  Toyota Argentina S.A. (TASA)

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.
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.

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.

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

<table>
<thead>
<tr>
<th>Japan</th>
<th>Toyota Motor Corporation</th>
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**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.”

**Achievements**

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

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

<table>
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<tr>
<th>Japan</th>
<th>Toyota Motor Corporation</th>
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**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.

**Achievements**

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

### Career Experience Program: Nurturing Children’s Dreams and Goals

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<tr>
<th>Japan</th>
<th>Toyota Motor Corporation</th>
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**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: 84
Cumulative number of times program has been held: 3
Cumulative number of participants: 190

* 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.

Education

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

Overview
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 waku-doki (excitement and exhilaration) 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.

Achievements
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

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

Overview
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 come to recognize differences in values. In addition, the expression by the children stimulates the creativity of the artists.

Achievements
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

Overview
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 1996, 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.

Achievements
Cumulative number of graduating students: 308
**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.

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**Focus**

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

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 Rakusa 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.

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**Achievements**

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

* In both cases, the total number of bachelor’s and master’s degrees

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When I was active as a skater, my friends supported me tremendously, and I want to convey the importance of having such friends. I hope to be able to express even more skillfully that wonderful things can happen if you persist even in the face of adversity.

Takahiko Kozuka Serves as a Dream Teacher for Dream Class

Figure skater and TMC employee Takahiko Kozuka serves as a dream teacher for the Dream Class program, which is now in its third year. Since retiring from figure skating, Kozuka has been involved in operation of the Dream Class for the MIRAI (Future) in Toyota City while devoting himself to work as a TMC employee. During “game time,” Kozuka leads children in a variety of games conducted in a gymnasium, and during “talk time,” he looks back on his life as a figure skater while conveying to the children the importance of having a dream and friends.

Comment from Kozuka

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

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.

The First Dream Class for the MIRAI (Future) in Toyota City

A class communicating the importance of having a dream

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**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.

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

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

**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.

**Achievements**
Program locations: Over 280 locations in 56 cities in 31 states
Donations: Over 46 million dollars


**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.

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

Society and Culture

Basic Concept regarding Social and Cultural Programs

In Japan, “society and culture” has 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 mécénat 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 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.

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.

The orchestra and choir of 270 residents came together for the performance

President Akio Toyoda writes a message on the banner

The banner depicts cherry blossoms in full bloom
## Toyota Community Concerts: Local Concerts Promote Regional Culture Through Music

| Japan | Toyota Motor Corporation, domestic sales companies |

### 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 performance: 1,550
- Cumulative attendance: Approximately 1,256,000


## Toyota Youth Orchestra Camp: Supporting Future Leaders of Local Culture

| Japan | Toyota Motor Corporation |

### 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

| Japan | Toyota Motor Corporation |

### 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 to community orchestras.

### Achievements

- In 2016, 30 years after its establishment, the library updated its special-purpose website.

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

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.

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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.

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.
The Toyota Choreography Award 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.

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.

The Toyota Choreography Award: Discovering and Nurturing the Next Generation of Choreographers

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.

Achievements

In 2013, Toyota’s activities to support people involved in the arts were commended, and this program received the Prize of the Mecenat Awards. The site was completely overhauled in 2014, 10 years after its initial establishment.

Focus

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

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.
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.

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Achievements

Number of companies and organization supported by TSSC: Over 314 companies and organizations (e.g.) Food Bank For New York City reduced wait time: 1.5 hours to 18 minutes
Number of workshop participants: More than 4,300 people

Food Bank For New York City
- Before: Seats went unfilled 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.”

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

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.

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

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.

Achievements

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

Before

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

Medicine storage shelf

Wasting of time

Shelf

Patient

PC Desk

After

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

Medicine storage shelf

Wasting of time

Shelf

Patient

PC Desk
Supporting Free Surgery Project

Venezuela

Toyota de Venezuela (TDV), local Toyota dealer associations, Toyota Services de Venezuela (collectively referred to as "Toyota")

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

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

Philippines

Toyota Motor Philippines Foundation (TMPF)

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, comprising 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.

Natural Disaster Relief in Japan and Overseas

Japan and Overseas

Toyota Motor Corporation

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 Yunan 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

Japan  Toyota Motor Corporation

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.

Seeking to Become the Number One Company and a Trusted Presence in the Community

A volunteer experience is conducted as a part of employee training with the aim of teaching employees the importance of good relationships with local communities while fostering a spirit of community contribution.

Since FY2011, employees have visited elementary schools in Toyota City to perform work that they do not normally have the opportunity to participate in such as removing sediment from storm drains and painting playground equipment in accordance with the requests of each school. New employees participate enthusiastically in these programs while encouraging one another.

The program was expanded in FY2015 to include local hospitals and operational support at events for disabled athletes.

These opportunities to interact with local residents while raising a sweat enable employees to experience firsthand the support that Toyota provides to local communities and society and serve to convey Toyota’s eternal gratitude.

Comment from a New Employee who Participated in a Volunteer Program

Removing sediment from storm drains

The work was quite difficult, but the members of my cohort set a target and worked to achieve it, and when we were finished, I felt a tremendous sense of accomplishment. Hearing the children’s words of gratitude reaffirmed my understanding of how Toyota and local communities are in mutually beneficial relationships.

Number of new employees participating in volunteer programs by year

<table>
<thead>
<tr>
<th>Fiscal year</th>
<th>Number of persons</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>481</td>
</tr>
<tr>
<td>2012</td>
<td>500</td>
</tr>
<tr>
<td>2013</td>
<td>572</td>
</tr>
<tr>
<td>2014</td>
<td>585</td>
</tr>
<tr>
<td>2015</td>
<td>606</td>
</tr>
<tr>
<td>2016</td>
<td>705</td>
</tr>
</tbody>
</table>
Supporting Employees’ Volunteer Activities

“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.

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

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.
Supporting Employees' Volunteer Activities

Promoting Community Contribution through Volunteer Activities with “Team Toyota”

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.

* TEMA: Toyota Motor Engineering and Manufacturing North America

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 dollar to local charitable organizations designated by TEMA team members
Top Volunteers: 18,000 dollars awarded to local agencies

Volunteer Activities at “Anna House” Homeless Support Center

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 a month, 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

* TEMA: Toyota Motor Engineering and Manufacturing North America

* TEMA: Toyota Motor Engineering and Manufacturing North America

Volunteers planting vegetation

TEMA Volunteer of the Year, Terence Proctor, Information Systems Manager

Employees participating in volunteer activities

Hand-made kimchi is donated to Anna House
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 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

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 artwork owned by Toyota.

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

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 provides a plant tour and holds a traffic safety school for kindergarteners as part of Toyota's social contribution activities.

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

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.
Cultural and Exhibit Facilities

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.

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 communicate information on car culture.
## Foundations

### The Toyota Foundation: Globally Supporting NGO/NPO Activities

<table>
<thead>
<tr>
<th>Japan and Overseas</th>
<th>Toyota Foundation</th>
</tr>
</thead>
</table>

**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

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

### 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

<table>
<thead>
<tr>
<th>Japan</th>
<th>Toyota Female Engineer Development Foundation (established by Toyota Motor Corporation and nine group companies)</th>
</tr>
</thead>
</table>

**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**

<table>
<thead>
<tr>
<th>On-demand class conducted at a high school by female engineers from the Toyota Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female college students majoring in science and engineering attending the FY2015 scholarship support project called “Camp for the Future of Female Science and Engineering Students”</td>
</tr>
</tbody>
</table>

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.

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>
</tr>
<tr>
<td>Project Period</td>
<td>About 4 years starting in January 2016</td>
</tr>
<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.

A team participating in the Next Generation Mobility Challenge
# Social Trends and History of Toyota’s Social Contribution Activities

## Social Trends and History of Toyota’s Social Contribution Activities

<table>
<thead>
<tr>
<th>Period of Rapid Growth—Pollution Problems</th>
<th>Economic Bubble—Environmental Problems</th>
<th>Bursts of Economic Bubble</th>
</tr>
</thead>
</table>

### Social Trends (Japan)

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>Toyota Traffic Safety Campaign started</td>
</tr>
<tr>
<td>1973</td>
<td>Toyota Summer School started</td>
</tr>
<tr>
<td>1974</td>
<td>Program for Hearing-Impaired Children started</td>
</tr>
<tr>
<td>1975</td>
<td>The Toyota Foundation established</td>
</tr>
<tr>
<td>1976</td>
<td>Toyota Kuragaike Commemorative Hall opened</td>
</tr>
<tr>
<td>1979</td>
<td>Toyota Telephone Counseling for Kids (1989)</td>
</tr>
<tr>
<td>1980</td>
<td>Toyota Youth Orff Orff Concert started</td>
</tr>
<tr>
<td>1981</td>
<td>Program for Children established</td>
</tr>
<tr>
<td>1982</td>
<td>Toyota Young Drivers Communication started</td>
</tr>
<tr>
<td>1983</td>
<td>Toyota Music Library opened</td>
</tr>
<tr>
<td>1984</td>
<td>White Road campaign in Thailand started</td>
</tr>
<tr>
<td>1985</td>
<td>Toyota Family Learning Program started in the U.S.</td>
</tr>
<tr>
<td>1986</td>
<td>Toyota Art Management Seminar commenced (until 2004)</td>
</tr>
<tr>
<td>1987</td>
<td>Lion’s Club established</td>
</tr>
<tr>
<td>1988</td>
<td>Toyota Family Learning Program started in South Africa</td>
</tr>
<tr>
<td>1989</td>
<td>Toyota Master Players orchestra concert series commenced</td>
</tr>
<tr>
<td>1990</td>
<td>Toyota Fureai Concert commenced (until 2003)</td>
</tr>
<tr>
<td>1991</td>
<td>The Forest of Toyota opened to the public</td>
</tr>
<tr>
<td>1992</td>
<td>Toyota Master Players orchestra concert series commenced</td>
</tr>
<tr>
<td>1993</td>
<td>Toyota Volunteer Center established</td>
</tr>
<tr>
<td>1994</td>
<td>Toyota Volunteer Center established</td>
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<tr>
<td>1995</td>
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<td>Toyota Volunteer Center established</td>
</tr>
<tr>
<td>1997</td>
<td>Toyota Volunteer Center established</td>
</tr>
</tbody>
</table>

### Toyota’s Social Contribution Activities

- **Social contribution activities began full-scale**
  - Since 1969
  - Toyota Traffic Safety Campaign

### Toyota Trend

- **Cumulative production volume in Japan**
  - 5 million units reached (1969)
  - 10 million units reached (1972)
  - 50 million units reached (1999)
  - 1 million units reached (1987)

- **Cumulative production volume overseas**
  - 10 million units reached (1972)

### Notes:
- Italicized terms indicate global trends.
- **First Traffic War**
- **Second Traffic War**
- **Great Hanshin-Awaji Earthquake (1995)**
- **First year of the era of volunteers (1995)**
- **Toyota Environment Forum held for the first time (1997)**
- **First-generation Prius debuted (1997)**

### Special Events
- **1960s through 1970s**
  - Japan’s GNP ranked second in the world (1968)
  - Japan’s GNP ranked second in the world (1968)
  - Japan’s GNP ranked second in the world (1968)
  - Toyota Kuragaike Commemorative Hall opened

- **1980s**
  - Toyota Young Drivers Communication started (the current Toyota Drivers Communication)
  - Toyota Music Library opened
  - White Road campaign in Thailand started

- **1990s**
  - Toyota Master Players orchestra concert series commenced
  - Toyota Fureai Concert commenced (until 2003)
  - The Forest of Toyota opened to the public

### Toyota’s Major Social Contribution Activities

- **Toyota’s Social Contribution Activities**
  - Social trends (Japan)
  - Toyota trend
  - Company-wide initiatives to tackle environmental problems

### Social Participation
- **Toyota’s Social Contribution Activities**
  - Social trends (Japan)
  - Toyota trend
  - Company-wide initiatives to tackle environmental problems

### Summary

- Toyota’s Social Contribution Activities
  - Social trends (Japan)
  - Toyota trend
  - Company-wide initiatives to tackle environmental problems

### Conclusion

- Toyota’s Social Contribution Activities
  - Social trends (Japan)
  - Toyota trend
  - Company-wide initiatives to tackle environmental problems

# Social Trends and History of Toyota’s Social Contribution Activities

## Rise of Emerging Nations and Expanding Globalization

- World population exceeded 8 billion (1999)
- Heightened interest level in global environmental problems
- The Kyoto Protocol went into effect (2005)
- The NPO Law (1998)—NPO activities were expanded
- Nationwide operation of ETC systems commenced (2001)
- The first year of the era of CSR (2003)
- Younger generations moved away from cars
- New urban development through extensive merger of cities, towns, and villages (1999-2010)

## Further Globalization

- The NPO Law (1998)—NPO activities were expanded
- Expo 2005 Aichi, Japan (2005)
- The NPO Law (1998)—NPO activities were expanded
- Nationwide operation of ETC systems commenced (2001)
- Great East Japan Earthquake (2011)
- The environment, traffic safety, and human resource development set as global priority areas
- Desertification prevention activities in China (Before 2001—2010)

## Rapid Expansion of Globalization

- Environmental Affairs Division established (1998)
- MEGA WEB opened (2001)
- Toyota Child Safety Communication commenced (2001)
- National partnership agreement signed with Special Olympics Nippon (2015)
- The Table for Two program introduced (2015)
- Toyota First Experience Program started (2011)
- Toyota Costa dos Corais Coral Reef Project commenced in Brazil (2012)
- The environment, traffic safety, and human resource development set as global priority areas
- Desertification prevention activities in China (After 2001—2010)

## Globalization Timeline

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990s</td>
<td></td>
</tr>
<tr>
<td>1999</td>
<td>Automatic Technical Training Course for Brazilian Residents in Japan commenced</td>
</tr>
<tr>
<td>2000</td>
<td>MEA WEB opened</td>
</tr>
<tr>
<td>2004</td>
<td>Toyota Environmental Activities Grant Program commenced (2004)</td>
</tr>
<tr>
<td>2005</td>
<td>Desiccation prevention activities commenced in China</td>
</tr>
<tr>
<td>2007</td>
<td>Hands-on traffic safety education program started (“Kodomobilitas,” a road safety website, opened)</td>
</tr>
<tr>
<td>2008</td>
<td>Toyota Study Assistance Fund started in China</td>
</tr>
<tr>
<td>2009</td>
<td>Principles and Policies of Social Contribution established (p. 4)</td>
</tr>
<tr>
<td>2011</td>
<td>Toyota First Experience Program started</td>
</tr>
<tr>
<td>2012</td>
<td>Toyota Costa dos Corais Coral Reef Project commenced in Brazil</td>
</tr>
<tr>
<td>2014</td>
<td>Toyota Mobility Foundation established</td>
</tr>
<tr>
<td>2015</td>
<td>Toyota Female Engineer Development Foundation established</td>
</tr>
<tr>
<td>2016</td>
<td>Dream Class for the MIRAI (Future) in Toyota City started</td>
</tr>
</tbody>
</table>

| 2000s |
| 2001 | Toyota Study Assistance Fund started in China |
| 2005 | Toyota Environmental Activities Grant Program commenced (2004) |
| 2006 | Toyota Environmental Activities Grant Program commenced (2004) |
| 2007 | Principles and Policies of Social Contribution established (p. 4) |
| 2008 | Toyota Study Assistance Fund started in China |
| 2009 | Principles and Policies of Social Contribution established (p. 4) |
| 2011 | Toyota First Experience Program started |
| 2012 | Toyota Costa dos Corais Coral Reef Project commenced in Brazil |
| 2014 | Toyota Mobility Foundation established |
| 2015 | Toyota Female Engineer Development Foundation established |
| 2016 | Dream Class for the MIRAI (Future) in Toyota City started |

| 2010s |
| 2001 | Toyota Study Assistance Fund started in China |
| 2005 | Toyota Environmental Activities Grant Program commenced (2004) |
| 2006 | Toyota Study Assistance Fund started in China |
| 2007 | Principles and Policies of Social Contribution established (p. 4) |
| 2008 | Toyota Study Assistance Fund started in China |
| 2009 | Principles and Policies of Social Contribution established (p. 4) |
| 2011 | Toyota First Experience Program started |
| 2012 | Toyota Costa dos Corais Coral Reef Project commenced in Brazil |
| 2014 | Toyota Mobility Foundation established |
| 2015 | Toyota Female Engineer Development Foundation established |
| 2016 | Dream Class for the MIRAI (Future) in Toyota City started |

## Note
- Italics indicate global trends

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**Social Trends and History of Toyota’s Social Contribution Activities**

- The environment, traffic safety, and human resource development set as global priority areas
- Desertification prevention activities in China (Before 2001—2010)
- New urban development through extensive merger of cities, towns, and villages (1999-2010)

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**Rise of Emerging Nations and Expanding Globalization**

1. World population exceeded 8 billion (1999)
2. Heightened interest level in global environmental problems
3. The Kyoto Protocol went into effect (2005)
4. The NPO Law (1998)—NPO activities were expanded
5. Nationwide operation of ETC systems commenced (2001)
7. Younger generations moved away from cars
8. New urban development through extensive merger of cities, towns, and villages (1999-2010)

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**Further Globalization**

1. The NPO Law (1998)—NPO activities were expanded
3. The NPO Law (1998)—NPO activities were expanded
4. Nationwide operation of ETC systems commenced (2001)
5. Great East Japan Earthquake (2011)
6. The environment, traffic safety, and human resource development set as global priority areas
7. Desertification prevention activities in China (After 2001—2010)

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**Rapid Expansion of Globalization**

1. Environmental Affairs Division established (1998)
2. MEGA WEB opened (2001)
5. The Table for Two program introduced (2015)
7. Toyota First Experience Program started (2011)
8. Toyota Costa dos Corais Coral Reef Project commenced in Brazil (2012)
9. Toyota Mobility Foundation established (2014)
10. Toyota Female Engineer Development Foundation established (2015)
11. Dream Class for the MIRAI (Future) in Toyota City started (2016)
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