

Volunteers Offering their Talents for Home-made Charity Activities in the Christmas Season



Project Noel

“With rising concerns about disadvantaged people in our local society, Toyota Motor Europe members earnestly considered what they could contribute and came up with Project Noel. It’s been a teamwork approach.” Steve Hope, the General Manager of Environmental Affairs and Corporate Citizenship explains how the members of Toyota Motor Europe (TME) started the annual employee-led corporate social responsibility activity.

The charity project takes its name from the French word for Christmas. It began in 2013 and the teamwork snowballed to gather approximately 44,000 Euros in total donations so far. Members volunteer to offer their unique talents and ideas for the project, such as office lunchtime cake sales with a rich variety of home-made cakes and pastries. Other activities include photo taking sessions for family occasions and business profiles, yoga lessons and a piano concert at home.

The donations have been used to support people in need including the homeless, the elderly, and vulnerable families and children especially during the winter. The project collaborates with local non-profit organizations.

Given the wide area of TME’s operation, member’s cultural backgrounds are diverse. They can communicate in nearly 60 languages in total and they are keenly aware of the challenges facing wider society.



Toyota Motor Europe Senior Specialist Kathryn Burgess

Helping people less fortunate than we are is something I believe we should just do. I engaged some of my work pals, including people who were already known for their kitchen skills. In the end I found myself with a group of 22 bakers. We all turned into artistic bakers, marketers and treasurers. Together you can accomplish more and make many friends along the way.



Increasing Spirit of Road Safety in Vietnam

Toyota’s “Safety Driving Instructor Training” Program

According to the World Health Organization’s report in 2015, there are about 23000 traffic accidents in Vietnam and 8671 people lost their lives. Toyota Motor Vietnam (TMV) and local police began a program with “the safe driving instructor” who teaches driving skills and raise traffic safety mind. Well-experienced advisors are sent from Toyota Motor Corporation to Vietnam to directly help the training program. TMV staff trained the clients to brush up their driving skills in November 2017. The classes were attended by 135 clients.



Toyota Motor Corporation Yoshimi Sakanushi

I got a bit of a fright while I was taking the photograph which is intended to show the traffic situation in Hanoi. I really hope to contribute with TMV as much as we can to reduce traffic accidents.



Great Teamwork to Support Recovery from Disaster

Helping Communities : Flood Damage, Durban, South Africa

A massive storm swept through the region of Durban, South Africa in October 2017, killing 11 people and causing damage across the community including 5 hospitals and 42 schools. Although Toyota’s Facilities were affected by the flood, Toyota South Africa Motors (TSAM) immediately responded by organizing teams to help the recovery of the local communities. More than 100 employees volunteered to reconstruct infrastructure such as 20 primary and middle schools and thereby contributed to their swift restoration. One of the volunteers said “The Toyota spirit led us gather our strengths and rise to the challenges. I am confident, and feel proud”.



Toyota South Africa Motors General Manager Corporate Africa Jenny Maré

We have never experienced such a disaster before, but TSAM staff and local people made great efforts together in helping to achieve swift recovery.