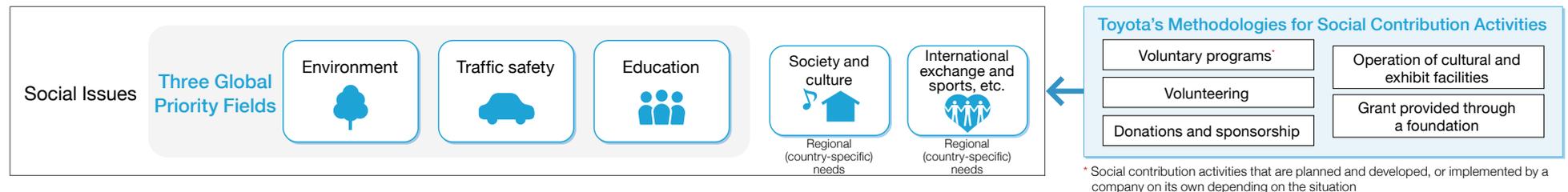


Social Contribution Activities

Fundamental Approach Based on Toyota's founding principle of contributing to society by making automobiles, we have been striving to contribute to the sustainable growth of society.

We set environment, traffic safety, and education as the three global priority fields for our initiatives, in addition to making social contributions through our main business. We also have society and cultures and other activities according to the social needs of each country or region, utilizing our resources of technology and expertise, etc. In addition, we focus on volunteering and passing on automotive and manufacturing cultures to the next generation in order to enrich the lives of communities.

Social Contribution Activity Fields



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

Basic Principles and Policies of Social Contribution Activities (Established in 1995)

Purpose	We in the Toyota Group will undertake social contribution activities to contribute to sustainable social vitality
Stance	We will maximize the benefits of our social contribution activities by working with partners; by using our resources effectively; and by concentrating on initiatives that address real social needs, including the need for fostering human resources
Employee participation	We will support independent social contribution activities that our employees undertake as members of the community
Information disclosure	We will disclose information about our social contribution activities, aiming to promote the development and improvement of societies
Global perspective	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

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

Major Initiatives during FY2018 (result)

Social contribution (excluding Great East Japan Earthquake Restoration Support)

- Promoted activities in fields including environment, traffic safety, education, society and culture
- Expanded activities toward realization of an inclusive society in which diversity is accepted and anyone can live happily, for example by strengthening support and sponsorship of the Special Olympics
- Enhanced cooperation aimed at expansion of activities which leverage Toyota's global expertise

Great East Japan Earthquake Restoration Support

- Continued restoration support activities, such as holding voluntary programs in disaster-struck areas and dispatching employee volunteers

Major Initiatives during FY2019

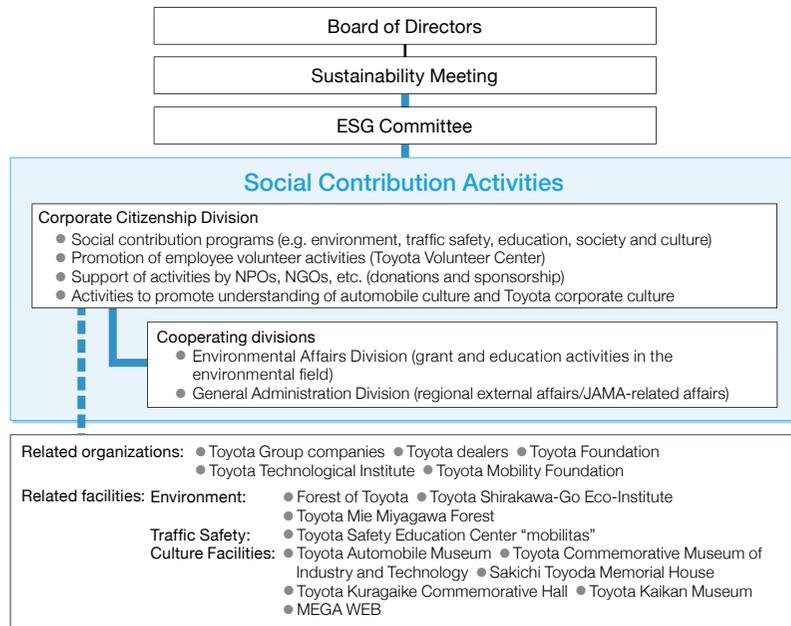
- Promote activities related to each region, in addition to the three global priority fields, including environment, traffic safety, and education
- Strengthen activities even further toward realization of an inclusive society in which diversity is accepted and anyone can live happily, for example by supporting and sponsoring the Special Olympics through volunteers
- Enhance cooperation aimed at expanding activities and strengthening the corporate brand which leverage Toyota's global expertise

- Continue the activities described to the left

Organization and Structure

In Japan, the Corporate Citizenship Division, a specialized division for social contribution activities, plays the lead role in organizing activities. Key activities are discussed based on expectations from stakeholders from a medium to long-term perspective at the ESG Committee with related officers. Outside Japan, regional headquarters in the United States, Europe, Asia and China mainly promote social contribution activities in each region. In addition, we share social contribution activities policy and case studies in each region through global social contribution meetings.

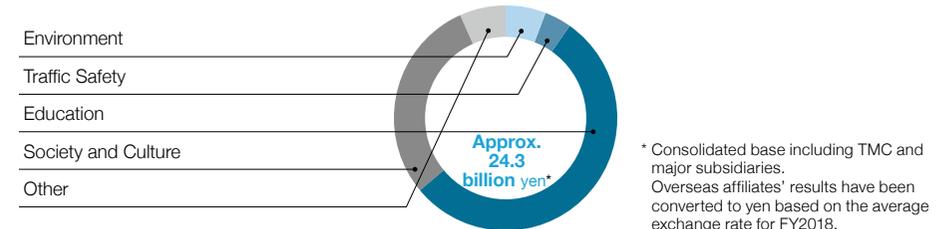
Domestic Organization Structure



Overseas Organization Structure

U.S.	The Social Contribution Committee under the Executive Committee is responsible for leading social contribution strategy and decision making
Europe	Toyota Fund for Europe executive meeting is responsible for setting direction on social contribution activities, as well as for selection and approval of proposed projects
Asia	Regional social contribution meetings are led by Toyota Motor Asia Pacific to consider the deployment and direction of activities within the region
China	Toyota Motor (China) Investment promotes activities in China based on local needs and in collaboration with related affiliates

FY2018 Expenditure for Social Contribution Activities



Toyota's Social Contribution Activities Which Started with Sakichi Toyoda's Hope for People's Happiness

Toyota's social contribution activities trace their roots to Sakichi Toyoda, the father of Toyota Motor Corporation's founder, Kiichiro Toyoda. In 1925, Sakichi pledged one million yen (at the time) to the Imperial Institute of Invention and Innovation to encourage battery-related inventions to support inventions that would enrich people's lives. The invention of such batteries proved to be extremely difficult, and none have yet been completed. Nevertheless, the progress has had a tremendous impact on industries and people's lives. Even 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. This was later incorporated into the Five Main Principles of Toyoda, the Guiding Principles at Toyota, and the Toyota Global Vision.



Sakichi Toyoda



Five Main Principles of Toyoda

A Closer Look at Case Studies in Key Fields

● Environment

Afforestation Activities in the Fengning Manchu Autonomous County, Hebei Province, China (China)

China is facing the serious issue of desertification caused by overgrazing of livestock. Desertification has been expanding in areas near Beijing as well, and the Chinese government is taking this seriously. TMC has been conducting an initiative since 2001, in collaboration with partners such as the Chinese Academy of Sciences, to stop desertification over 3,000 ha of land in Xiaobazi Township, Fengning Manchu Autonomous County, Hebei Province, an area at the front line of desertification near Beijing. The initiative carries out countermeasures for the causes of desertification and conducts tree-planting events to improve the lives of local residents. This will lead to the economic independence of local residents even after the support ends through income from timber (and growing fruit trees or medicinal plants). This “sustainable forest” model also includes reinvesting part of the profits into new afforested areas.

In 2011, management of the program was transferred to the local affiliate, which has carried out afforestation on 300 ha so far in the Nanshakouzi region of Fengning Manchu Autonomous County. TMC and Toyota's Chinese affiliates have been working together,

with a total of more than 1,500 employee volunteers, planting around 7,000 trees by 2017.



Xiaobazi Area in 2015

● Traffic Safety

Traffic Safety Activities for Children in Thailand (Thailand)

TMT has promoted a traffic safety campaign called the White Road Project (which implies “safe road” in Thai) since 1988. Since 2004, TMT has been creating White Road Theme Parks where children can enjoy learning about traffic safety in Bangkok and several other places. Starting in 2005, TMT has carried out a traffic safety education program that sends mascots from “Milky Way and the Gang” to elementary schools nationwide, where they distribute cartoon videos as a traffic safety campaign.

Starting in 2011, TMT has been working with dealers to roll out a traffic safety campaign targeted at the younger generation and new drivers.

Starting in 2013, TMT has been working with the Thai Department of Land Transport to establish a five-day training program targeted at all dealer trainers, working to increase awareness of safe driving. These activities have been going on for three decades as of 2017, with the cooperation of the Thai Ministry of Education, Royal Thai Police, Ministry of Transport, and other organizations. Its initiatives have been acclaimed by the Thai government.



At a White Road Theme Park

● Society and Culture

Activities to Improve the Toyota Production System (U.S.)

The TSSC (Toyota Production System Support Center) was established in 1992 in Lexington, Kentucky (now relocated to Erlanger, KY), which has, as a part of its mission, “Contribute to society by sharing Toyota Production System (TPS) knowledge with public institutions and especially manufacturing in North America.” The TSSC shares expertise on the TPS and supported more than 300 organizations, including public bodies, medical institutes, and non-profits involved in disaster recovery and supplying food to those affected. It carries out support for solving operational issues, maximizing the use of resources, individual process improvement activities that lead to the maintenance and creation of employment. In 2017, the TSSC celebrated its 25th anniversary with a ceremony at TMNA, our North American affiliate.

“We see strong opportunity in organizations in sectors other than automotive or manufacturing, and are excited to see how TSSC can collaborate with them to help improve processes, maximize operations, build more resilient communities, and serve more people,” said Chris Nielsen, TMC Executive General Manager, also responsible for TSSC, quality and product support in TMNA.



Activity to support medical supply inventory

Examples of Activities Rooted in the Local Community

● Society and Culture

Tag Rugby Classes (Japan)

Toyota City has been chosen as one of the venues for the Rugby World Cup which will be held in Japan in 2019, and the local area is excited about this opportunity. On request from the city, Toyota Verblitz rugby players instruct tag rugby to elementary school children in the city (participated by 4,310 people in 43 schools in total).

In addition, employees in their third year at the company are also taking part as volunteers to help the event, as part of their training program.

Tag rugby is a sport where people grab the tags attached to the waists of other players, instead of tackling. This is seen as an appropriate first step for allowing schoolchildren to become familiar with rugby balls.

The tag rugby classes both contribute to children growing up healthy, and serve as one of our activities to connect our employees (as athletes and volunteers) with the local community.



Tag rugby class by Verblitz

● Volunteering

Support for Flood Damage in Durban (South Africa)

Toyota is working to help regions around the world affected by disasters to recover. In addition to monetary donations in case a disaster strikes, we also provide material support and volunteers, helping the region recover as soon as possible.

In October 2017, Durban in South Africa was affected by massive flooding, with 11 dead, and 5 hospitals and 42 schools damaged.

Toyota plants and dealers were also affected, but Toyota South Africa Motors (TSAM) quickly formed a recovery support team.

More than a hundred employee volunteers helped rebuild of a total of 20 primary and junior high schools.

TSAM's general manager, Jenny Mare, said that "This flooding was worse than we've ever experienced, but the recovery work carried out by our staff and the local people was amazing." Employee volunteers also noted that "We were able to draw on the Toyota spirit of tackling difficulties through working as a team."



Plant affected by disaster

Editorial Policy Contents Overview of Toyota Motor Corporation			Corporate Principles/CSR Structure		Society	Environment		Governance		CSR Data	
Initiatives for Improving Traffic Safety	Customer First and Quality First Measures	Creating an Affluent Society	Social Contribution Activities	Respect for Human Rights	Collaboration with Business Partners	Employees	Safety and Health	Human Resources Development	Diversity and Inclusion	Creating Attractive Workplaces	Stakeholder Engagement

Examples of Activities for Local Social Issues

● Society and Culture

Toyota ABCD Programme for Installing Toilets in Elementary Schools (India)

There are still 250 million people in India who have to pass their waste outdoors. This unhygienic toilet situation ruins living environments and increases the spread of infectious diseases. The lack of toilets leads to children refusing to go to school.

The lack of toilets is caused by financial aspects, as it would take about half of the annual income to prepare a toilet in their home. Also toilets are thought of as unclean and should be cleaned by the lower castes. This means outdoor toilets are more convenient.

However, the children have raised their voices, launching a complaint demanding toilets at home.

This complaint was spurred by the Toyota ABCD* Programme, promoted by Toyota's Indian affiliate, Toyota Kirloskar Motor (TKM). In this program, an NPO group partnered with TKM regularly visits local schools, teaching children about the importance of washing hands and how outdoor toilet waste has negative effects on hygiene, and telling them that the government will subsidize toilet installation. TKM started this program to match the strong efforts by the Modi administration, which came to power in 2014, in increasing the number of toilets.

TKM's vice president, Naveen Soni, believes that changing people's values and customs related to toilets needs to be done to develop an environment where toilets can be used hygienically. In addition to installing toilets in schools, TKM has also started activities to encourage children to clean toilets by themselves.

So far, 30,000 children in 180 villages in southern India, where TKM is based, have learned through the Toyota ABCD Programme. Its scope of activities is increasing with the backup of local authorities. TKM is receiving more requests from local schools.

* ABCD: A Behavioural Change Demonstration



Children proudly washing their hands in front of the camera



Children who participated in the Toyota ABCD Programme

Cultivating People Who Can Inherit the Roots of *Monozukuri* from a Medium- to Long-term Perspective

● Human Resource Development

Toyota Technological Institute: Cultivating International Industrial Leaders (Japan)

Kiichiro Toyoda realized that “To develop our country, it is important that we cultivate people who can support science and technology.” When he founded the company, his dream was to establish an institute of higher learning at the time of company prosperity.” When the Institute was founded, in 1981, its founding principle was taken from the Five Main Principles of Toyoda, “Always be studious and creative, striving to stay ahead of the times,” which is based on the legacy of Sakichi Toyoda. As part of the company's commitment to give back to the community, the Institute was founded as Japan's first “university for working adults,” targeted at actual workers dispatched from their companies. After starting to accept young students in 1993, the Institute now has both young students and working adult students studying together. Since its founding, the Institute has been training highly creative engineers proficient in practical development skills through small-group instruction, and a curriculum rich in experiments and hands-on training has been provided.

In addition to the existing fields of Mechanical Systems Engineering, Electronics and Information Engineering, Materials Science and Engineering, and so on, three unique centers—Smart Vehicles, Smart Energy Technology, and Smart Optics and Materials have been established. In addition, through links with our sister school, the Technological Institute at Chicago (TTIC), we are putting our efforts into AI and computer science. We also aim to establish and expand a “Human Life Advanced Technology” (science and technology to support human lifestyles) as a compound, merged advanced research field based on Advanced Hybrid Engineering.

To further energize our research, we are also developing a Research Faculty system aimed at training young faculty members and energizing human resources, as well as an overseas training system. TTI has maintained a 100 percent student employment rate, contributing to the development of society through *monozukuri* (manufacturing) in leading companies within each field in the industrial world.



New school building



Power assist robot research

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 Toyota today. While Toyota strives to preserve its founding spirit and concepts as automotive and manufacturing culture, we manage and operate cultural and exhibit facilities for everyone to come together to think about enriching future for people and cars.

Cultural and Exhibit Facilities

Facility Name and Overview

Toyota Kuragaike Commemorative Hall (Toyota City, Aichi Prefecture)

Introducing the history of Toyota and the dreams and passions of Kiichiro and his team who supported its founding

[Web](http://www.toyota.co.jp/en/about_toyota/facility/kuragaike/) http://www.toyota.co.jp/en/about_toyota/facility/kuragaike/



Facility Name and Overview

Toyota Kaikan Museum (Toyota City, Aichi Prefecture)

Displaying Toyota's vision and new technologies, and providing plant tours

[Web](https://www.toyota.co.jp/en/about_toyota/facility/toyota_kaikan/) https://www.toyota.co.jp/en/about_toyota/facility/toyota_kaikan/



Sakichi Toyoda Memorial House (Kosai City, Shizuoka Prefecture)

Exhibiting the life story of Sakichi Toyoda, the founder of the Toyota Group, at his birthplace

[Web](https://www.toyota-global.com/company/profile/museums/sakichi_toyoda_memorial_house.html) https://www.toyota-global.com/company/profile/museums/sakichi_toyoda_memorial_house.html



Toyota Automobile Museum (Nagakute City, Aichi Prefecture)

Introducing the history of automobiles through approximately 160 vehicles representing various eras from around the world

[Web](http://www.toyota.co.jp/Museum/english/) <http://www.toyota.co.jp/Museum/english/>



Toyota Commemorative Museum of Industry and Technology (Nagoya City, Aichi Prefecture)

Exhibits and demonstrations to introduce the history of the Toyota Group, which started from the textile machinery business and shifted to car manufacturing

[Web](http://www.tcm.it.org/english/) <http://www.tcm.it.org/english/>



MEGA WEB (Koto-ku, Tokyo)

Site in Tokyo's waterfront district for visitors to look, ride, and feel cars, and share information with Toyota

[Web](http://www.megaweb.gr.jp/about/english.html) <http://www.megaweb.gr.jp/about/english.html>

