

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

Japan | Toyota Motor Corporation

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



Nature program targeting local elementary school children

Topics

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.



Flying squirrels use a nest box

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

Japan | Toyota Motor Corporation

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



An honorable mention received for the Children's Camp



Presentation of a letter for a Prius to be donated at the 10th Anniversary Ceremony

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

Japan | Toyota Motor Corporation

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 Nariwai 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



Fieldwork in the Toyomori project



Group discussion in the Toyomori project

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

Japan | Toyota Motor Corporation

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 “Woodday” since 2014.
 In 2015, Toyota offered a forest work study to the students of Subaru Gakuen High School in Mie Prefecture.

* FSC: A nonprofit international membership organization that operates the Forest Certification System, established by environmental groups, forestry companies, groups of native peoples, etc.



Hiking, logging observation, and log cutting experience (students from Subaru Gakuen High School)



Use of lumber at the Toyota Kaikan Museum

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

Japan | Toyota Motor Corporation

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)

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

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)



Clean-up of beaches, seawalls, and surrounding areas in Okinawa



Let's make a beach where fish can live in front of Aomori Station!

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



Hybrid Green Project, in which a number of seedlings equaling the number of hybrid vehicles purchased are donated to the local government (Ehime Toyopet)



Tree planting with four children representing the Tamamura-cho No. 3 Preschool (Gunma Toyopet)

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.



Junior high school students gingerly approaching wasps that have landed on set bait