

Toyota Costa dos Corais (Coral Coast) Project: Contributing to Conservation of Coastal Ecosystem

Brazil | Toyota do Brasil (TDB)

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.



Manatees that have been returned to their natural habitat

[Web http://www.fundacaotoyotadobrasil.org.br/](http://www.fundacaotoyotadobrasil.org.br/)

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

Thailand | Toyota Motor Thailand (TMT)

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.



Students promoting activities in their school



Six organizations were awarded prizes for their excellent activities.

[Web http://www.toyota-sgw.net/](http://www.toyota-sgw.net/)

Helping Prevent Desertification for 15 Years

China | Toyota Motor (China) Investment (TMCI), Toyota Motor Corporation (TMC)

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

[Web http://www.toyota-global.com/sustainability/social_contribution/environment/overseas/greendam/](http://www.toyota-global.com/sustainability/social_contribution/environment/overseas/greendam/)

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

China | Toyota Motor (China) Investment (TMCI), Toyota Motor Corporation (TMC)

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



Appealing to pedestrians to comply with traffic signals in order to reduce emissions by mitigating traffic congestion



Winners are invited to attend tours of environmental preservation facilities and other programs (training in Japan in 2015)

[Web](http://www.toyota-global.com/sustainability/social_contribution/environment/overseas/env_youth/) http://www.toyota-global.com/sustainability/social_contribution/environment/overseas/env_youth/

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

South Korea | Toyota Motor Korea (TMKR)

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



Five teams out of twenty were commended for outstanding activities



Students learning in an eco-driving program

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

Malaysia, Indonesia | UMW Toyota Motor (UMWT), Toyota Motor Manufacturing Indonesia (TMMIN), Toyota-Astra Motor (TAM)

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



Malaysia: Participants giving an explanation of the recycling center



Indonesia: A student explaining about bricks made from wastes from religious ceremonies

[Web](http://www.toyotaecoyouth.com.my/) Malaysia: <http://www.toyotaecoyouth.com.my/> Indonesia: <http://www.ecoyouthtoyota.id>

“The Great Plant Hunt” Biodiversity Education Programme

10 countries (Belgium, Germany, Italy, Spain, Denmark, Slovenia, Latvia, Turkey, Ireland, Poland) | Toyota Motor Europe (TME)

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

Belgium | Toyota Motor Europe (TME)

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.



The most popular picture in the biodiversity photography contest

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

United States | Toyota Motor North America (TMNA)

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

[Web http://www.wylandfoundation.org/p/mayors](http://www.wylandfoundation.org/p/mayors), <http://www.mywaterpledge.com>