

# 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.



### ● Topics

#### 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.

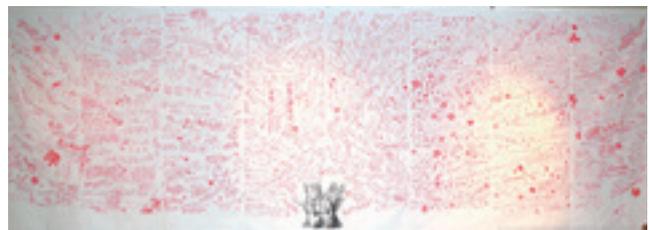
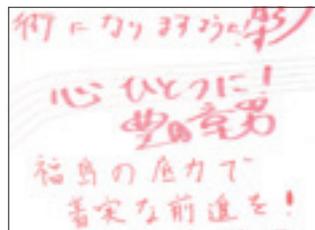
The day before the concert, a banner depicting cherry blossoms in full bloom sent by members of orchestras from throughout Japan was displayed in JR Koriyama Station. The banner was covered in messages expressing wishes for a successful performance and for the recovery of the Tohoku region.



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



A local mascot also appeared in the Toyota Community Concert in Iwanai (Hokkaido)



A five-year-old boy participates in a hands-on conducting workshop at the Senkawa no Mori Special Care Retirement Home

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### 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.



Masahiko Enkoji (Resident Conductor, Nagoya Philharmonic Orchestra) training students



Participants concentrate intently

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### Toyota Music Library

Japan | Toyota Motor Corporation

#### Overview

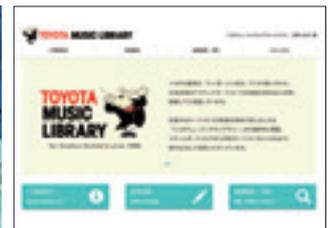
The Toyota Music Library, which lends sheet music, was established in 1986. The sheet music, which is essential to orchestra activities, is loaned free of charge for up to six months, and the music for multiple pieces can be simultaneously borrowed. All functions from searching the library to requesting sheet music can be performed online. The library is used by a wide range of groups from junior and senior high schools and universities to community orchestras.

#### Achievements

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



Sheet music available for loan



The website of the Toyota Music Library

**Toyota Master Players, Wien: Providing Quality Time to Enjoy World-class Music**

Japan | Toyota Motor Corporation

**Overview**

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.

**Achievements**

Since the first concert in 2000, the program has been conducted 13 times.

Cumulative number of concerts: 95

Cumulative attendance: Approximately 160,000



Scene from the concert © Ayumi Kakamu



Scene from a Fureai Concert © Ayumi Kakamu

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**Toyota Lobby Concert: Concert at the Tokyo Head Office Building to Bring Good Music to Our Neighbors**

Japan | Toyota Motor Corporation

**Overview**

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.

**Topics**

**Concert with a Theme of Summer Festivals Conveys Respect for Rich Cultural Heritage and Wishes for Recovery in Tohoku**

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.

**Achievements**

Held twice annually since 1995. Cumulative number of performances: 40

Cumulative number of participating artists: 194

Cumulative attendance: 15,000



Japanese drumming troupe Bonten performs at that 39th Lobby Concert



Percussionist Sayaka Nojiri



*Shakuhachi* bamboo flute player Masaki Nakamura at that 39th Lobby Concert

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

Japan | Toyota Motor Corporation

**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.



2014  
Mikiko Kawamura, winner of the Choreographer of the Next Generation Grand Prize and the Audience Award in 2014  
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**Net TAM: An Arts Management Information Site that Supports People Involved in the Arts**

Japan | Toyota Motor Corporation

**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.



The Net TAM site

<http://www.nettam.jp/en/>

**Focus**



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

Japan | Toyota Motor Kyushu, Inc.

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.



A study session