

Toyota's Social Contribution Activities



TOYOTA

About this Booklet

This booklet presents examples of social contribution initiatives undertaken by Toyota Motor Corporation (TMC) and its domestic and overseas affiliates. We are also issuing a booklet entitled “SMILES” with the aim of providing information on Toyota’s social contribution activities to an even broader range of readers. Please read both documents.

Social Contribution

Toyota's Social Contribution Activities

SMILES

Toyota Global Vision

The Toyota Global Vision—announced in March 2011—reflects lessons learned from financial losses caused by the global economic crisis in 2008 and the series of recall issues of 2010. It reflects company-wide review and comprehensive discussions on how Toyota wants to be, and the kind of values it should esteem.

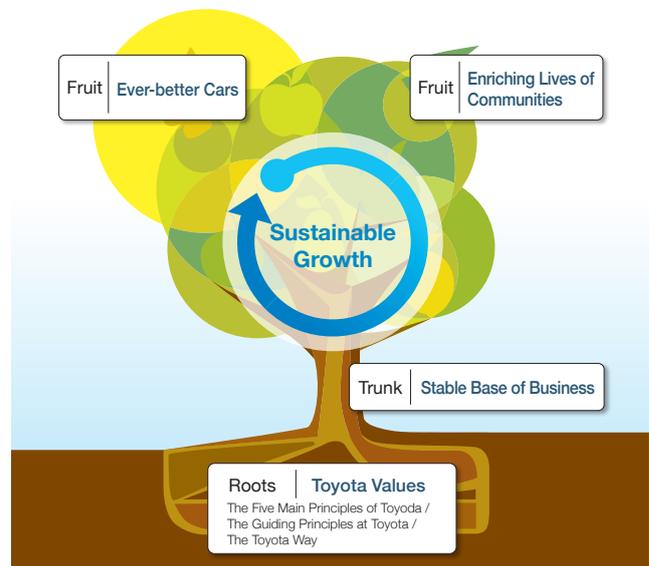
To be sustainable in society, we strive to implement a positive cycle of making ever-better cars that exceed customer expectations; contributing to Enriching lives of Communities by being rewarded with the smile of customers and communities; and achieving a stable business base.

Rewarded with a smile by exceeding your expectations

Toyota will lead the way to the future of mobility, enriching lives around the world with the safest and most responsible ways of moving people.

Through our commitment to quality, constant innovation and respect for the planet, we aim to exceed expectations and be rewarded with a smile.

We will meet challenging goals by engaging the talent and passion of people, who believe there is always a better way.

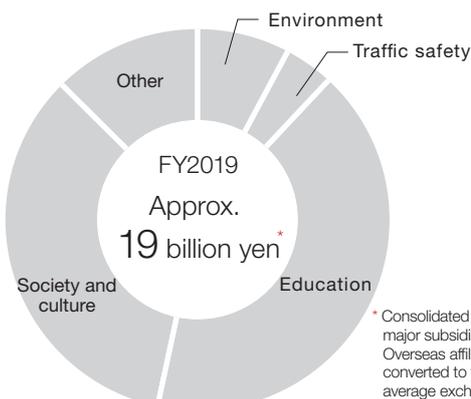


Toyota Global Vision [Web](https://global.toyota/en/company/vision-and-philosophy/global-vision/) <https://global.toyota/en/company/vision-and-philosophy/global-vision/>

Scope

The report covers Toyota Motor Corporation (TMC)'s initiatives as well as the activities of consolidated subsidiaries and affiliates in Japan and overseas.

Expenditure for Social Contribution Activities



* Consolidated base including TMC and major subsidiaries. Overseas affiliates' results have been converted to yen based on the average exchange rate for FY2019.

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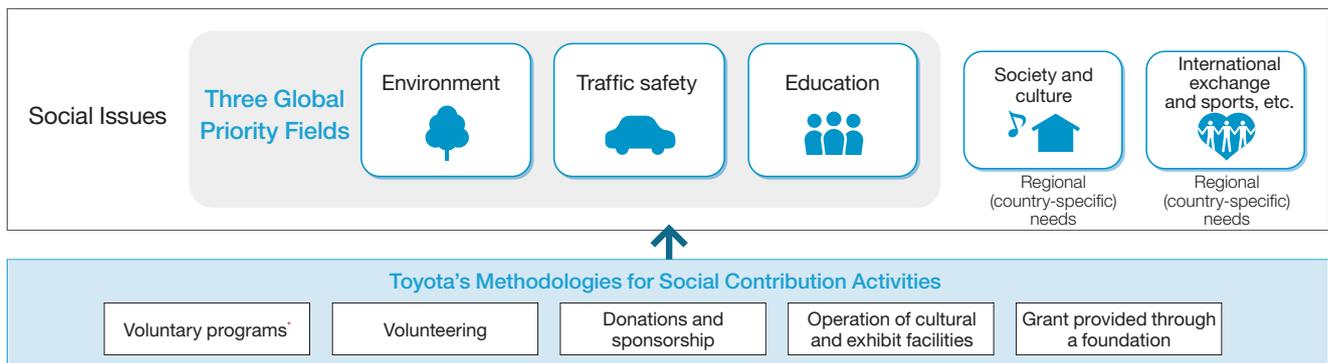
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Fundamental Approach

Fundamental Approach Regarding Social Contribution Activities

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 hold social, cultural 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

The Guiding Principles at Toyota and the Basic Principles and Policies of Social Contribution Activities

Excerpts from the Guiding Principles at Toyota (established in 1992)

- Honor the language and spirit of the law of every country and region, and undertake open and fair business activities to be a strong corporate citizen of the world.
- Respect the culture and customs of every country and region, and contribute to economic and social development through corporate activities in their respective communities.

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

Focus

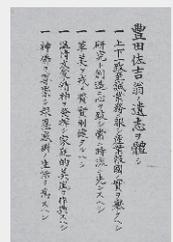


Toyota's Social Contribution Activities which Started with Sakichi Toyoda's Hope for People's Happiness

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 resulting progress in batteries for cars 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 desire to contribute to the development and welfare of the country and feelings of gratitude. This spirit was later incorporated into the Five Main Principles of Toyoda, the Guiding Principles at Toyota, and the Toyota Global Vision.



Sakichi Toyoda



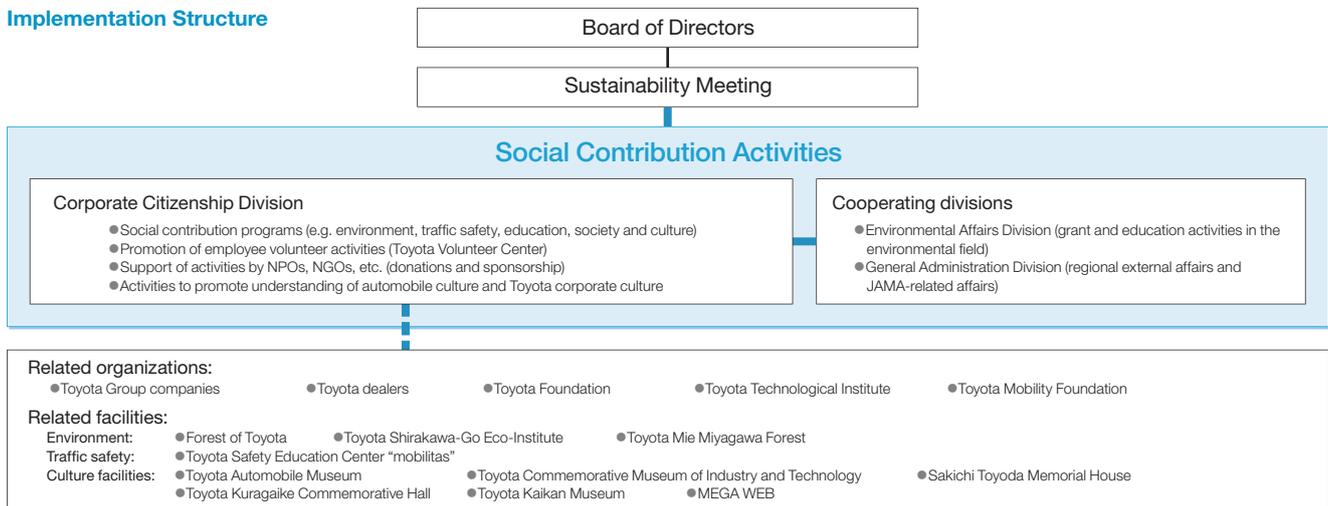
Five Main Principles of Toyoda

Organization and Structure

Implementation Structure Centered on Corporate Citizenship Division

The Corporate Citizenship Division, a specialized division for corporate social contribution activities, plays a lead role in deploying activities. Since April 2015, Corporate Planning Meeting has been held to discuss growth and business strategies, taking into account a wide range of social issues.

Implementation Structure



Overseas: Implementation Structure Centered on Toyota Regional Headquarters

Toyota and Toyota regional headquarters in North America, Europe, Asia and China have formed a network to strengthen their promotional efforts. The regional headquarters conduct promotional activities within their regions while maintaining close communications with Toyota.

Overseas Implementation Structure

United States	Toyota Motor North America promotes activities based on local needs and in collaboration with related affiliates
Europe	Toyota Motor Europe implements Europe-wide projects and individual affiliates also promote activities based on local needs. The Toyota Fund for Europe Board sets the direction for social contribution activities, deliberates on individual projects, and makes proposals to TME.
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

Initiatives Aligned with Global Society

Toyota is working on initiatives that contribute to the sustainable development of society and the world in each region through its business activities in cooperation with global society. At the foundation of these initiatives are our corporate principles including the Five Main Principles of Toyoda, and Toyota's approaches and values are in agreement with the aims of the United Nations Sustainable Development Goals (SDGs*).

* The Sustainable Development Goals (SDGs) comprise 17 goals and 169 targets to be achieved by 2030 adopted at the United Nations Sustainable Development Summit, in which the heads of state of more than 150 countries participated, in September 2015.



Support for the Special Olympics

The Special Olympics (SO) is an international sports organization supporting people with intellectual disabilities to take part in society, providing regular sports training opportunities, and holding events and competitions throughout the year that give them opportunities to demonstrate their abilities. The mission of SO is to promote the health of participating athletes and continuously provide courage, joy, and opportunities to share talents, skills, and friendship with family, other athletes, and members of the community. Agreeing with this mission, Toyota provides various types of support, such as lending vehicles and dispatching volunteers, in order to help realize a society rich in diversity.

Toyota Signs Agreement to Become Global Partner and Global Unified Sports Partner

In November 2017, Toyota entered into an agreement with Special Olympics International to become a Global Partner starting in 2018. We also entered into an agreement to become a Global Unified Sports Partner, joining people with and without intellectual disabilities on the same teams. We were inspired by a simple idea: training together and playing together is a quick path to friendship and understanding. We have been supporting Special Olympics Unified Sports programming primarily in Japan and the United States since 2018. To commemorate the 50th anniversary of Special Olympics

International Games, in July 2018 the Unified Football Cup Chicago presented by Toyota was held at Toyota Park in Chicago, the site of the first Special Olympics International Games. Toyota Motor North America, Inc. (TMNA) sponsored the event as a Unified Cup Partner and provided substantial support including the loan of 30 vehicles and dispatch of 104 volunteer. The Fukushima Team, which includes an employee from Fukushima Toyopet, participated as the Japanese men's delegation, and Nagoya Grampus supported the team as a partner club, building excitement at the event.



Signing ceremony



The Japanese men's delegation that participated in the Unified Football Cup

Focus



Support for Special Olympics 2018 Aichi

The SO National Summer Games, which are held once every four years, took place at nine venues in Aichi Prefecture. Approximately 1,000 athletes from around Japan competed in 13 events including athletics, soccer, and table tennis. All participating athletes took part in the awards ceremony in different classes based on their competitive ability and so on, and the hard work of all was praised. A total of 400 Toyota employees served as operating staff members at the Toyota Sports Center and Sky Hall Toyota to provide various support to competition operations and individual teams. Through this volunteer activity, the employees learned about the joy of competing in sports seriously and the importance of each individual thinking and acting independently.



The SO 2018 Aichi awards ceremony

Environment

Fundamental Approach 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 4,000
- Cumulative number of visitors: Approximately 190,000
- Received the Third Green Society Award in 2015



Nature program targeting local elementary school children

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

- Cumulative number of visitors: Approximately 238,000 (as of December 2019)
- Number of overnight visitors: Approximately 14,000/year
- Number of program participants: Approximately 12,600/year
- Second Wildlife Support Corporate Activity Environment Minister's Award
- Screening Committee Honorable Mention Prize of FY2016 Youth Activities Award



Children's Camp instills life force



Hands-on nature program with a specialist interpreter

[Web https://toyota.eco-inst.jp/wp-content/themes/Avada-Child-Theme/Avada-Child-Theme/pdf/english.pdf](https://toyota.eco-inst.jp/wp-content/themes/Avada-Child-Theme/Avada-Child-Theme/pdf/english.pdf)

“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. 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: Approximately 220 (As of December 2019)



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.

Since 2017, applications have been open to individual who want to use the forest and activities in pursuit of forest-based business started.

* Forest Stewardship Council: 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: Support for Practical Measures Addressing Biodiversity and Climate Change

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. TMC 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 FY2001. 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

Cumulative number of projects supported: 413 (in more than 57 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)

Toyota Social FES (TSF): Global Environment Preservation and Conservation Measures Open to Participation by the General Public with “For the Benefit of the Environment for Future Generations” as Their Theme

Japan | Nationwide Toyota dealers, local newspaper companies, Toyota Motor Corporation

Overview

Aqua Social FES, which was first held in 2012, was renamed Toyota Social FES in FY2019 to make the region and the future even better. The theme is “For the benefit of the environment for future generations.” Various programs including river, lake, ocean, and mountain clean-ups, removal of invasive species, and tree planting are planned and carried out in different regions with the collaboration of TMC, local Toyota dealers, NPOs, local newspaper companies, and others. 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 TSF can be clearly seen. For example, some local universities have certified the TSF as a program eligible for academic credit, while some prefectural governments are budgeting for environmental restoration expenses in response to TSF activities.

Achievements

Cumulative number of times ASF was held: 809 (in 47 prefectures)

Cumulative number of participants: 89,843

Average age of participants: 34 (FY2020 results)



Yamaguchi Forest, Countryside, River, and Ocean Environment Restoration Project (Yamaguchi Prefecture)



Kinko Bay and Waterfront Future Project (Kagoshima Prefecture)

[Web http://toyotafes.jp/](http://toyotafes.jp/)

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 44th year in 2019. 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

Cumulative number of trees planted: Approximately 440,000



Children of the Churui Nursery School and tree planting (Obihiro Toyopet)



An eco-maintenance tour with volunteers and employees (Nagoya Toyopet)

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 encourages scientific researches through keeping nautical infrastructure support for students in the region, 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. (as of March 2016)



Manatees that have been returned to their natural habitat

Bang-Pu Mangrove Reforestation and Coastal Clean-up Activities

Thailand

Toyota Motor Thailand (TMT)

Overview

TMT launched this Mangrove Reforestation Project in cooperation with WWF Thailand (FEED) and the Royal Thai Army in 2004 and has planted mangroves and expanded the green space area in estuary areas of Samut Prakarn Province. The mangrove survival rate has remained 90 percent, and biodiversity has increased. This program has also led to increased environmental awareness by TMT employees and their family members as well as affiliates and the general public. ASEAN's first Bio-Diversity Network Alliance (B-DNA), a body made up of government, universities, NGOs, and the private sector, was established with the cooperation of the International Union for Conservation of Nature (IUCN) in 2019. In July 2019, HRH Princess Aditayadornkitikhun became chairperson of the Toyota Mangrove Reforestation and Coastal Clean-up, and with the participation of Princess Aditayadornkitikhun, 7,000 volunteers planted 50,000 mangroves and collected plastic waste for recycling.

Achievements

Cumulative number of participants: 52,800 person
 Cumulative number of tree planted: 642,800
 Cumulative reduction in CO₂: 30,179 tons (as of December 2019)



Volunteers planting mangroves



HRH Princess Aditayadornkitikhun (center), chairperson of the Toyota Mangrove Reforestation and Coastal Clean-up

Desertification Prevention Activities

China

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

Overview

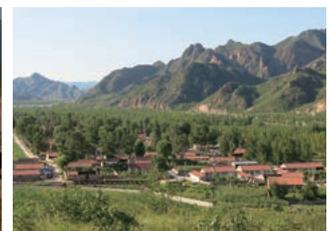
China is facing the serious issue of desertification caused by overgrazing of livestock and other factors. Toyota has been conducting an initiative to stop desertification in Xiaobazi Township, Fengning Manchu Autonomous County, Hebei Province, since 2001 in collaboration with partners such as the Chinese 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 (as of March 2020)



Xiaobazi Township in 2000 before the start of the project



Xiaobazi Township in 2015

Toyota Eco & Safety Academy: A Safety and Environmental Awareness Program for Children

South Korea | Toyota Motor Korea (TMKR)

Overview

Launched in 2006, Toyota Eco & Safety Academy is a program to visit elementary schools nationwide with the Korean Children's Safety Foundation to provide experience-based traffic safety and environmental education to meet the needs of children. Environmental school started in April 2006 and additional traffic safety school is started in June 2010. Toyota Eco & Safety Academy has about 8,400 students attending 40 elementary schools each year.

Achievements

Number of participants in FY2020: Approximately 8,400 students from 40 schools

Cumulative number of participants: Approximately 127,000 students from 551 schools



Elementary school students learning the proper way to cross the street at a crosswalk



Using a simulator to teach the importance of wearing a seatbelt in the event of an accident

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

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

Overview

UMWT launched Toyota Eco Youth for junior and senior high schools in the vicinity of its Head Office in 2001. Starting in the following year, teams formed at selected schools from around country implemented conservation measures relating to saving energy, waste water processing, and other issues at their schools. UMWT provides opportunities for students to gain environmental knowledge and learn about Toyota's problem solving methods and presents awards to outstanding schools. Since 2011, collaboration with local communities has become essential for participating schools to solve local environmental problems. TMMIN and TAM launched an Indonesian version of Toyota Eco Youth for high school students in 2005. These programs have been commended for their educational value by the governments in both countries, and the governments actively cooperate with them.

Achievements

Malaysia (2001 to present):

Total number of participants: 2,267 people (students and teachers) from 209 schools

Indonesia (2005 to present): Total number of participants: 52,000 people (students and teachers) from 1,100 schools (as of March 2016)



Malaysia: Participants giving an explanation of the recycling center



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

Participating in Global Scale Cleanup Activities in Europe

Countries in Europe | Toyota Motor Europe (TME)

Overview

World Cleanup Day is an annual global cleanup event that started in Estonia in Northern Europe in 2008. It takes place on September 21 of each year, with approximately 18 million people in more than 150 countries participating. Since 2018, TME has called on each office to participate in this global event with an emphasis on cleaning litter in their local communities.

The program was held in 2018 and 2019 with more than 2,000 Toyota employees in Europe participating, and more than 80 tons of litter was collected in European countries. In 2019, Toyota Boshoku, Toyota Material Handling, and Toyota Tsusho also called on their employees to participate.

Achievements

Amount of litter collected in 2018–2019: Approximately 80 tons



Toyota France



Toyota Balkans (Albania)

“The Great Plant Hunt” Biodiversity Education Programme

14 countries (Belgium, Germany, Italy, Spain, Denmark, Slovenia, Latvia, Turkey, Ireland, Estonia, Serbia, Croatia, The Netherlands, Bulgaria)

Toyota Motor Europe (TME)

Overview

The program was jointly developed in November 2015 by TME and the Foundation for Environmental Education. The aim of the program is to focus on biodiversity with an emphasis on plants and their associated species. Teachers encourage young children to go out and map the biodiversity on their own school. 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

Number of schools participating in the program: 732

Number of participating teachers: More than 5,900

Number of participating students: More than 75,500 (as of December 2019)



A child is fascinated by a ladybird beetle (photo © Naoise Culhane)

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 the Greenways Project was conducted to collect trash and plant trees along around 9 km of public roads from TME Headquarters to its Technical Center located in Zaventem.

Since 2014, TME has also been carrying out initial research at the headquarters and Technical Center as part of initiatives to protect and enhance biodiversity on these sites. From 2015, “insect hotels” were setup at the sites and a biodiversity photography contest was held among TME employees

Since 2017, the greenery that is cut twice a year is used for composting.

In 2018, a natural water pond was created at TME Headquarters.

In 2019, information boards for members and visitors, explaining biodiversity, were installed in TME Headquarters and Technical Centre.

Achievements

2008–2013: Greenways Project implemented

Since 2014: Initial research of wildlife living at the sites and biodiversity photography contest held

Since 2017: Vegetation that is cut twice annually is used for composting

2018: Natural water pond created at TME Headquarters

2019: Information boards on biodiversity installed



The most popular picture in the biodiversity photography contest

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 (as of March 2016).



The mayor points to Ventura, a 2016 award-winning city

Traffic Safety

Fundamental Approach Regarding Traffic Safety Measures

Toyota is addressing traffic safety through integration of people, cars, and the traffic environment with the aim of completely eliminating traffic casualties. As a part of these efforts, Toyota has been conducting educational activities since the 1960s, targeting people such as drivers and pedestrians, to raise awareness of traffic safety and has been continuously implementing various programs for a wide range of people. Such programs are also being implemented at overseas affiliates in recent years.

Activity Cases

Donation of Traffic Safety Educational Materials for Children: Program Conducted Each Spring with Nationwide Toyota Dealers and Others

Japan | Toyota Motor Corporation, nationwide Toyota dealers and affiliated companies

Overview

We have donated traffic safety educational materials for children in cooperation with nationwide Toyota dealers and others every spring to coincide with Japan's National Traffic Safety Campaign since 1969. The number of pedestrian casualties is highest at the age of seven, so Toyota presents educational picture books and story cards on traffic safety to children who are about to turn seven entering kindergartens and nursery schools nationwide.

The materials provide easy-to-understand explanations of common causes of accidents involving children such as the danger of suddenly running to the road as well as the correct way to cross the road.



FY2020 traffic safety picture books and story cards for children

Achievements

Number of copies of traffic safety picture books issued in FY2020: Approximately 2.68 million; Cumulative total: Approximately 146.75 million
 Number of sets of traffic safety story cards issued in FY2020: Approximately 46,000; Cumulative total: Approximately 1.71 million



Children with the mascot character "Cuccu" (Toyota Osaka Parts Distributor Co., Ltd.)

Hands-on Traffic Safety Events

Japan | Toyota Motor Corporation

Overview

Aiming to provide traffic-safety education that will take root in communities, Toyota collaborates with local government organizations, private companies, and Toyota dealers nationwide to present hands-on traffic safety events. These events provide hands-on experience for drivers such as safety technologies for checking blind spots from the driver's seat and that support reductions in collision damage. Pedestrians can confirm the effects of reflective materials and so on. These events raise safety awareness on the part of both drivers and pedestrians.

Achievements

Cumulative number of program participants: Approximately 63,000



Sports car ride experience (Nagoya Toyopet)



Checking blind spots

Toyota Safety School: Locally Established Traffic Safety Class for Young Children

Japan | Toyota Motor Corporation

Overview

The Toyota Safety School, which takes place every year at the Toyota Kaikan Museum and the Toyota Safety Education Center “mobilitas,” invites children to attend from kindergartens and preschools located in Toyota City, Aichi Prefecture, and Toyota facilities in Shizuoka Prefecture. At the Toyota Kaikan Museum, participating children enjoy learning about traffic-safety rules through performances, traffic safety skits, quizzes and other events. At “mobilitas,” a dedicated traffic safety facility, full-sized vehicles are used to re-create actual traffic environments to help educate children, along with their guardians, in positive habits such as how to cross at the crossing and the dangers of running into the street. These programs, which are designed to help children think about and develop the ability to notice dangers around them, have become well established as regular traffic safety promotion activities in the region.

Achievements

Cumulative number of participating schools: 3,957 schools
 Cumulative number of participants: 271,814
 (As of December 2019)



Instruction from Anzen (Safety Man) (Toyota Kaikan Museum)



How to cross the street (“mobilitas”)

Toyota Driver Communication at “mobilitas”: Safe Driving Seminars Aimed at Raising Traffic Safety Awareness

Japan | Toyota Motor Corporation

Overview

Toyota has its own safe-driving program, which is conducted for drivers among the general public and at companies. The program, which includes actual driving, helps drivers to learn correct driving postures, how a vehicle moves, and how to use safety equipment. The drivers are also instructed about being more aware of their surroundings from a safety viewpoint. The program was launched in 1987 with the goal of reducing the number of traffic accidents involving young drivers. Since then, both the target age groups and the venues have been extended, with the Toyota Safety Education Center “mobilitas” (located at Fuji Speedway) opening in 2005, and activities are held on a daily basis with the aim of completely eliminating traffic casualties.

Achievements

Cumulative number of program participants: Approximately 124,000
 (as of March 2019)



Toyota Safety Education Center “mobilitas”



Winding low-friction road

Toyota Driver Communication at MEGA WEB

Japan | Toyota Motor Corporation

Overview

A one-hour driving safety course that anyone can attend is held at MEGA WEB, a mobility theme park located in Odaiba. Safe driving techniques tailored to each individual from novices to veteran drivers are taught one-on-one by an instructor. In addition to a basic driving course, there is also program that allows seniors to drive and experience the Pre-collision System (PCS), which automatically applies the brakes to mitigate damage, and Intelligent Clearance Sonar (ICS), which provides support in the event of pedal misapplication. By experiencing the conditions when these functions activate, drivers learn not to over-rely on safety technology and acquire techniques for calmly handling emergency situations.



Driving on an interior course with an instructor



Experiencing the Pre-collision System (PCS)

[Web https://www.megaweb.gr.jp/lang/en/](https://www.megaweb.gr.jp/lang/en/)

Nerve Stimulating Exercise: Preventing Accidents by Stimulating Motor Nerves for Smoother Physical Movement

Japan | Toyota Motor Corporation

Overview

Nerve stimulating exercise* is a type of exercise that arouses core motor nerves that are not stimulated on a daily basis. It is possible for everyone from children to seniors to move the body smoothly just as intended by providing the necessary stimulation to nerves throughout the body, without the need for intense training. If the nerves are stimulated and body movement becomes smoother, there is a higher likelihood that accidents while driving caused by misapplication of the brake pedal or accelerator, improper operation of the steering wheel, or misjudgment as well as falls while walking can be prevented.

* Nerve stimulating exercise is exercise developed by Professor Emeritus Hideo Araki of Tokushima University. The official name is co-ordination training. Professor Araki established the theory of coordination training to draw out further potential by skillfully combining human capabilities. He has provided instruction for local governments throughout Japan, public schools in Tokyo, and top athletes.

Achievements

May 2019: Yuyu Gakuen in Hyogo Prefecture (culture university for seniors in Nishiharima) (Number of participants: Approximately 200)

November 2019: Brain training event at the Tokyo Motor Show (Number of participants: Approximately 100)



A poster for nerve stimulation exercise

Toyota Safety Driving Training Program: Vietnam's First Safe Driving Instructors

Vietnam | Toyota Motor Vietnam (TMV)

Overview

Traffic conditions are quite poor in Vietnam, with approximately 23,000 traffic accidents and 8,671 fatalities in 2015. In response to this situation, TMV began training the country's first safe driving instructors in cooperation with the Traffic Police Bureau of the Ministry of Public Security. Eight students selected from the police and TMV underwent training by a TMC instructor for about 18 months, learning safe driving skills and a traffic safety mindset. Motorcycle is the most common form of transportation in Vietnam, and the students had few opportunities to drive cars, so they voluntarily practiced driving commercial vehicles on a daily basis to acquire safe driving skills, and all were able to achieve the program objectives. In addition to learning practical driving skills, the students learned about a wide range of topics relating to traffic safety including the importance of reflective materials and child seats used in Japan, the dangers of driving while intoxicated, and physical changes that occur with aging through instruction with hands-on tools. All of the students successfully passed the certification test. TMV also donated three Camrys to the Traffic Police Bureau from 2016 to 2019 for use in annual internal police department training courses. Today, 500 police officers undergo training each year, with 2,000 completing training nationwide to date. Furthermore, 67 Toyota dealer employees completed traffic safety training in 2018 and were certified as safe driving instructors.

Achievements

Cumulative number of certified safety instructors: 67 (as of December 2018)

Cumulative number of police officers trained: 2,000



Checking blind spots



A reflective key holder

White Road Campaign: Traffic Safety Education Contest Proposed by University Students

Thailand | Toyota Motor Thailand (TMT)

Overview

The Campus Challenge of the Toyota White Road Campaign, which has been conducted since 2014 to raise awareness of traffic safety among youth, is a contest to reduce traffic accidents and increase safety awareness through plans proposed by nationwide university students including vocational schools.

In 2019, a total of 868 teams applied and approximately 3,400 students from 70 universities participated. The 15 teams that made it to the final round were each granted 20,000 baht to implement the plans that they proposed. The first and second place teams were presented an educational trip to Japan that included visits to the Toyota Commemorative Museum of Industry and Technology, Toyota Automobile Museum, Toyotas Kaikan Museum, and “mobilitas” as well as ITARDA, which conducts research on traffic accidents and analyzes and researches data. These hands-on experiences provided the participants with knowledge and expertise concerning traffic safety. They were also granted awards of 100,000 baht to support the implementation of their plans over four months.

Achievements

Cumulative number of participating teams: 3,480

Cumulative number of participating students: Approximately 14,000 (as of December 2019)



The Campus Challenge winning teams



A report on the Campus Challenge campaign

Traffic Safety Educational Activities through Hands-on Events, Social Media and Other Channels

China | Toyota Motor (China) Investment (TMCI)

Overview

The rapid increase in car ownership in China has resulted in congestion, frequent traffic accidents, and other issues, especially in major cities. The need has therefore arisen for an improvement in traffic safety awareness and traffic etiquette among drivers and pedestrians. TMCI has responded since 2005 by organizing hands-on traffic safety events in Beijing, Shanghai, and other major cities. Since 2015, TMCI has produced stories, comics, and anime that incorporate easy-to-understand traffic safety and etiquette information and posted it on new social media and external video sites in order to raise interest with as many people as possible.

Achievements

Cumulative number of participants: Approximately 30,000

Cumulative number of views of animations: Approximately 240,000

Cumulative number of social network accesses: Approximately 70,000 (as of March 2020)



A participant wearing “drunk goggles,” which simulate intoxication



Children reading picture books

Support for Traffic Safety Activities by Toyota Community Foundation

Australia | Toyota Motor Corporation Australia (TMCA)

Overview

The Toyota Community Foundation (TCF) was established in 2011 by TMCA to consolidate its social contribution activities. As part of its grant activities to support traffic safety, it has been a major partner of the not-for-profit organisation Road Safety Education (RSE). Active since 2001, RSE works to contribute to the advancement of a safe traffic environment and the reduction of traffic accident casualties through initiatives such as practical and highly efficient workshops for teenagers. The workshop emphasizes that new drivers should have the right attitude and behavior in order to drive safely.

Achievements

A total of more than 500,000 high school students have participated and taken the course (as of March 2020)



Scenes from the program



Students checking for tire wear

Raising Awareness and Changing the Behavior of Children through the Toyota Safety Education Program (TSEP)

India | Toyota Kirloskar Motor (TKM)

Overview

TKM launched TSEP in 2007 to raise traffic safety awareness and foster a sense of responsibility among children as road users. The program targets students in the fifth to ninth grades (aged 10 to 14 years). In 2018 and 2019 the program was conducted for approximately 32,000 children in Delhi, Mumbai, and Bangalore. The courses take a staged approach and are tailored to each age group to teach the importance of traffic safety. The courses include, for example, classroom training for fifth graders and a program that focuses on changing behavior and the formation of traffic safety clubs for ninth grade students.

Various events are conducted on the state and national levels to assess the retention of knowledge such as quizzes, project activities, and short dramatic performances on traffic safety topics. In addition, opportunities are provided to convey the efforts of the children to various stakeholders including the United Nations, World Health Organization, policymakers, the All India Institute of Medical Sciences, and police.

Achievements

Cumulative number of participating students: 770,000



Award ceremony for topic presentation winner



The traffic safety project topic presentation session

Team Toyota Activity Expands Traffic Safety Know-how with Business Partners

India | Toyota Kirloskar Motor (TKM)

Overview

In line with its vision, "Grow India and Grow with India," TKM launched a new project, Team Toyota Activity, in cooperation with its business partners. This project was created to focus on establishing model schools relating to traffic safety and expand traffic safety know-how nationwide.

When implementing this project, TKM created a safety park for conducting training that will raise the awareness of children and school bus drivers. Various traffic safety concepts are explained within the park, and students are taught traffic safety rules and etiquette through hands-on lessons based on a variety of traffic safety scenarios. Model schools are used as hubs for expanding traffic safety knowledge to other nearby schools.

Achievements

With cooperation from M/s Roots Industries, a TKM supplier, an elementary school in Coimbatore was used as a model school in 2018 and 2019. To date, a total of seven model safety schools have been established in Delhi, Hisar, Varanasi, Rewari, Kochi, Kolkata, and Coimbatore.



The ceremony certifying an elementary school in Coimbatore as a model safety school



A hands-on street crossing lesson at the safety park

Traffic Safety Education for Children

Cambodia | Toyota Cambodia (TCAM)

Overview

Traffic accidents have become a hot concern in Cambodia. Seeing such tragedies, TCAM carefully considered how to help reduce the number of traffic accidents. In August and September 2014, TCAM organized a traffic safety program at the two large shopping malls in the city, providing children with lectures from traffic safety specialists, animated films, an explanation of road signs from the traffic police, and games. In October 2015, TCAM continued carrying out this activity to spread more awareness to schoolchildren in Siem Reap and Battambang provinces. The main content of the program in these provinces mostly consisted of playing games to find out how to act on the road after the lecture.

Achievements

Number of events held in FY2015: 2; Cumulative participants: 120

Number of events held in FY2016: 2; Cumulative participants: 330



Children enjoying traffic games at a shopping mall



Students practicing traffic safety at school in Battambang

Activities to Raise Children’s Traffic Safety Awareness

Turkey | Toyota Motor Manufacturing Turkey (TMMT)

Overview

To raise children’s traffic safety awareness through early childhood education, TMMT has participated since 2005 in the National Traffic Safety Week event in Sakarya Province, where TMMT is headquartered. A children’s painting contest with a traffic safety theme has been helping raise children’s traffic safety awareness and nurturing their creativity. Actively conducted by employee volunteers, TMMT has also been holding a Traffic Safety School since 2010, using animated films to teach second graders about traffic rules and proper seatbelt use. The class also includes a hands-on program where students experienced nighttime visibility.

Achievements

Total number of participants: More than 7,000 (as of March 2016)



Children learning how to cross roads



Children learn road signs through games

Children Learning Road Signs through Games TeenDrive365: Promoting Traffic Safety Education for Teens

United States | Toyota Motor North America (TMNA)

Overview

Automobile crashes are the leading cause of death for teenagers in the United States. The first year a teenager gets their driver’s license is the most dangerous. Based on these facts, TMNA created TeenDrive365, a driving safety initiative that encourages teenagers to learn safe driving with the help of their families. TD365.com provides various resources and tools to spark discussion between teenagers and their parents. The Video challenge encourages teenagers to create a video to promote safe driving. Viewers can learn the dangers that can occur during driving, and acquire the knowledge and skills necessary to avoid crashes.

Achievements

Number of video contest participants: More than 1,500

Number of website viewers: 432,049 (as of March 2016)



Safe Driving Video Contests

Toyota and You: Road Safety Education for Kids and Teens

Argentina | Toyota Argentina S.A. (TASA)

Overview

TASA has been conducting the Toyota and You traffic safety program since 2008. Under this program, professional instructors provide youth with the tools for responsible driving through logical and practical sessions. Through this program, Toyota seeks to contribute directly and indirectly to preventing traffic accidents and conducts training and education in a space for introspection. Under a new program, students between the ages of 16 and 19 who attend educational institutions in the cities of Zarate, Campana, and San Pedro learn about traffic safety through recreational activities and training.

The program is divided into two parts. First, the students learn about vulnerable road users, and second, learn lessons on the causes of road risks and distractions, fatigue, and the harms of alcohol and drugs by using simulators, games, and audiovisual materials.

Achievements

Number of participants in Zarate: 735

Number of participants in Campana: 519

Number of participants in San Pedro: 668

Cumulative number of program participants: 30,168
(as of December 2019, including both children and teens)



Children learn about traffic safety using simulators and games

Education

Fundamental Approach Regarding Education and Human Resource Development Programs

In the area of education and human resource development, Toyota provides support in occupational and educational areas and implements programs worldwide. These programs are designed to instill sensitivity and convey the importance of *monozukuri* to promote the development of the human resources who will become the leaders of tomorrow in accordance with our principle that “*Monozukuri* is about Developing People.”

Activity Cases

Scientific Jack-in-the-Box! Why/What Lectures: Spurring Interest in Science and Technology and Foster Dreams

Japan | Toyota Motor Corporation

Overview

Toyota has been addressing the problem of youth moving away from the sciences by holding a scientific workshop program for children every year since 1996. Interested members of the Toyota Engineering Society* serve as instructors of free lectures held at science and other museums and Toyota related facilities nationwide. These original Toyota programs designed from specialized fields such as vehicle aerodynamics and handmade hybrid vehicles seek to promote creative thinking by children.

* A voluntary organization created to enhance the technical skills and talents of members, promote friendship and contribute to the development of technological fields in various business areas. There are approximately 30,000 members.

Achievements

To date, a total of approximately 500 of these lectures have been held in 47 prefectures in Japan and were attended by some 34,000 children.



Vehicle aerodynamics program



Handmade hybrid vehicles program

Program for Hearing Impaired Children: Gaining Understanding of Cars and *Monozukuri* through Interaction with Employees

Japan | Toyota Motor Corporation

Overview

As a part of its community contribution activities undertaken for nearly 50 years, we cooperate with dealers to invite students of schools for the hearing impaired in Aichi, Mie, Gifu, and Shizuoka prefectures to visit the Toyota head office and tour the Toyota Kaikan Museum and a plant. In this program, the students experience work training first-hand and engage in other activities to deepen their understanding of cars and *monozukuri*. The program includes an explanation of work by Toyota employees who graduated from schools for the hearing impaired and the opportunity to learn about assembly work training and *kaizen*. The aim of creating these opportunities is to foster interest in cars and dreams for the future.

Achievements

Number of students participating in FY2020: 101
 Cumulative number of times program has been held: 47
 Cumulative number of participants: Approximately 4,200



Students tour the Toyota Kaikan Museum with an employee who graduated from a school for the hearing impaired

The Toyota First Experience Program: A Traveling Classroom Held at Elementary Schools in Cooperation with Nationwide Toyota Dealers

Japan | Toyota Motor Corporation, nationwide Toyota dealers

Overview

The Toyota First Experience Program is a traveling classroom held in collaboration with dealers in various regions of Japan that stimulates all five senses and promotes feelings of *waku-doki* (excitement and exhilaration) in children through up-close experiences with cars. Targeting fourth and fifth graders, the program provides a fun, hands-on learning experience as part of science or social study classes. Actual vehicles are used to teach students about the workings of cars and their relationship to the environment and the economy. Each real hands-on experience is intended to create a deep impression on the children as one of their first experiences with cars.

Achievements

Number of schools where the class was held in FY2020: 414
 Cumulative number of schools where class has been held: 4,093
 Number of participants in FY2020: Approximately 21,000
 Cumulative number of participants: Approximately 200,000



Game-based learning about cars and the environment



A lesson on the structure of a car using an actual vehicle

Toyota Technological Institute: Cultivating International Industrial Leaders

Japan | Toyota Motor Corporation

Overview

Toyota Technological Institute (TTI) was established in 1981 with a founding philosophy of “Always be studious and creative, striving to stay ahead of the times” as stated in the precepts of Toyota founder Sakichi Toyoda. TTI trains highly creative engineers proficient in practical development skills through small-group instruction (one instructor to about 10 students) and a curriculum rich in experiments and hands-on training, maintaining a 100 percent student employment rate. In 2003, TTI collaborated with the University of Chicago to open the postgraduate-level Toyota Technological Institute at Chicago (TTI-C), which conducts research exchange in the field of information science and high-quality international education. In 2011, the institute started planning renewal of its campus with a target completion date of 2020.

Achievements

Cumulative number of general students who have gained employment: 1,194*
 Cumulative number of adult students who have graduated: 1,514*

* In both cases, the total numbers of bachelor's and master's degree



Toyota Technical Institute



Toyota Technological Institute at Chicago

[Web https://www.toyota-ti.ac.jp/english/](https://www.toyota-ti.ac.jp/english/)

Dream Class for the MIRAI (Future) in Toyota City: Athletes Communicate to Children the Importance of Teamwork and Having Dreams

Japan | Japan Football Association (JFA), Toyota City, Chukyo University, Toyota Motor Corporation

Overview

The JFA Kokoro Project is a collaborative initiative of the Japan Football Association and 170 local governments nationwide. Toyota has participated in the “Dream Class for the MIRAI (Future) in Toyota City” as a corporate sponsor since FY2016. Members of Toyota’s sports teams and individual athletes visit elementary schools as “dream teachers.” They first conduct gymnasium-based activities such as playing games that set goals for all class members. Then, they lead a discussion using a Dream Curve* to convey how wonderful it is to have a dream as well as the importance of effort and teamwork.

Achievements

Lessons conducted in 474 classes at a total of 220 elementary schools in Toyota City.
 205 dream teachers dispatched from Toyota (sports team members, individual athletes, WorldSkills Competition athletes, etc.)



Taiki Morii, a Toyota employee who served as a dream teacher (para-alpine skiing)



* A chart showing the ups and downs dream teachers faced in pursuing their dreams, how they overcame difficulties, and what they learned

Toyota Study Assistance Fund: Providing High-achieving Students with Wide-ranging Support

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

Overview

Toyota, TMCI, and the China Soong Ching Ling Foundation (CSCLF) jointly established the Toyota Study Assistance Fund in 2006 to support high-achieving Chinese students who face financial hurdles to entering university or pursuing graduate degrees. In addition to financial support, student-led activities encourage enhancement of student teamwork and problem-solving skills, and students are invited to travel to Japan to expand their perspectives. The program began with 20 universities (10 students from each university) and was expanded to 26 universities in 2014. To provide networking opportunities, an online community that includes students, graduates, CSCLF and Toyota was also established.

Achievements

Cumulative number of students receiving assistance: Approximately 3,000 (as of March 2020)



A tour of the Motomachi Plant



Exchange between Chinese and Japanese students during a trip to Japan

Toyota Family Learning Program: Contributing to the Development of U.S. Society

United States | Toyota Motor North America (TMNA)

Overview

Since 1991, TMNA has committed to promote the Toyota Family Learning Program in partnership with the National Center for Families Learning (NCFL) across the United States. TMNA provides funding for the first three years of the program at each location. Based on this funding, cities and communities build their own local funding collaborations to sustain operation of their programs on a long-term basis. The basic tenet of the program is, in addition to helping the entire family learn English together, to address important societal issues, such as safety, environmental protection, finance, current education systems, traffic, and health that families learn together and take part in the community activities.

Achievements

Program locations: More than 280 locations in 56 cities in 31 states
 Donations: More than 46 million dollars (as of March 2016)



Toyota Family Learning Program

Toyota Teach: Supporting Enhanced Primary Education

South Africa | Toyota South Africa Motors (TSAM), Toyota South Africa Foundation (TSAF)

Overview

TSAM and TSAF are working to promote improved academic achievement among elementary school children in areas where the educational environment is poor, by helping improve and assist teachers' understanding of the curriculum policies. One of the aims of the program is to stay abreast of the latest trends and advances in education. Since 2005, the program has strengthened training on overall school operation, focusing on 10 areas such as governance and human relations. In 2009, a whole school approach was implemented and the Toyota Teach Primary School Project operates in 10 schools in a four year cycle.

Achievements

Support provided to: 418 schools, 1,818 teachers, and 220,317 pupils (as of March 2016)



Trainer visits a school to give guidance to measures of issues and check progress



Teachers attending a curriculum workshop

Society and Culture

Fundamental Approach 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.

Toyota’s Mécénat Initiatives: Support for the Arts and Culture Programs

Toyota’s mécénat* programs focus on classical music, which has the power to enrich the spirit, with the aim of enriching the lives of communities.

“arts in hearts” was established in 2016 as the brand for Toyota’s mécénat programs. It expresses the tremendous emotional excitement that is created, swells, and gathers like bubbles to create various connections in the form of the diversity of inspiration.

* A French term referring to patronage and support of the arts and culture



Activity Cases

Toyota Community Concerts: Local Concerts Promote Regional Culture through Music

Japan | Toyota Motor Corporation, nationwide sales companies

Overview

Toyota Community Concerts have been held since 1981 in collaboration with the Federation of Japan Amateur Orchestras Corp. to support classical music concerts by amateur orchestras. They have established deep ties 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, ballet, film scores, and anime songs. The concerts are enjoyed by all, from classical music aficionados to first time concert-goers.

Achievements

Cumulative number of performances: 1,710
 Cumulative attendance: Approximately 1,340,000



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

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. Past camp participants have become core performers in regional orchestras, while others have gone on to become professional musicians, with each finding their own path to guiding future generations of musicians.

Achievements

Cumulative number of participants: More than 6,000

Toyota received the Award Granted by the Commissioner for Cultural Affairs at the 2014 Mécénat Awards sponsored by the Association for Corporate Support of the Arts, Japan.



A rehearsal at the camp

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

A collection of approximately 300 works including symphonies, concertos, and operas.



Sheet music available for loan



The website of the Toyota Music Library

Wien Premium Concerts: Providing Quality Time to Enjoy World-class Music

Japan

Toyota Motor Corporation

Overview

These concerts are performed by Toyota Master Players, Wien Orchestra, which features about 30 members of the Vienna Philharmonic Orchestra and Vienna State Opera with the aims of providing fans with first-rate music at affordable prices and 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, junior high, and special needs schools) and more.

Achievements

Since the first concert in 2000, the program has been conducted 17 times.

Cumulative number of concerts: 124

Cumulative attendance: Approximately 200,000



Scene from the concert
© Ayumi Kakamu



Scene from a Fureai Concert
© Ayumi Kakamu

Collaboration with Able Art: Supporting the Development of Environments That Enable Persons with Disabilities to Work in the Arts

Japan | Toyota Motor Corporation

Overview

We support arts programs for persons with disabilities with the aim of creating a society where all people can live life in their own way. From 1996 to 2003, we worked with Able Art Japan, a non-profit organization, to hold Toyota Able Art Forum and build the foundations for art-related activities by persons with disabilities. Currently, we provide support through art and design used on race lap cars, the walls of MEGA WEB, and wheelchair spoke covers as well as art surrounding office elevators doors and more.

Achievements



Art surrounding the shuttle elevator in the Nagoya Office

Toyota Lobby Concert: Concerts in the Tokyo Head Office Building Lobby Bring 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 with cooperation from the local 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.

Achievements

Held since 1995; Cumulative number of performances: 47
Cumulative number of participating artists: 238
Cumulative attendance: 17,600



A performance by Bonten Japanese drumming troupe with "summer festivals" as the theme

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 380,000 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, grant information, 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 Mécénat Awards. Olympiad Culture Express held in 2016 in anticipation of the Olympic and Paralympic Games Tokyo 2020.



The Net TAM website for the Olympic and Paralympic Games Tokyo 2020

Sharing the Toyota Production System (TPS) to Help Others Do More with Less and Maximize Impact

United States | Toyota Production System Support Center (TSSC)

Overview

In 1992, TSSC was founded in Lexington, Kentucky, to “contribute to society by sharing TPS and help strengthen manufacturing in North America.” Not limited to Toyota suppliers, TSSC shares TPS knowhow with North American manufacturers, nonprofit organizations, and government entities that have a true desire to learn and adapt TPS as a way to improve their operations and better serve customers. In April 2011, TSSC became a not-for-profit corporation, and it is actively making efforts to support more public service and nonprofit organizations.

In healthcare, TSSC has helped reduce wait times at emergency rooms as well as inventory in stock rooms. It has also expanded its support of nonprofit organizations in areas such as hunger relief, disaster recovery, education, social services and the arts.

Achievements

Number of companies and organization supported by TSSC: More than 314 companies and organizations
 (e.g.) Food Bank For New York City reduced wait time: 1.5 hours to 18 minutes
 Number of workshop participants: More than 4,300 people (as of March 2016)



Food Bank For New York City
 - Before: Seats went unfilled while multiple people waited outside the soup kitchen - After: All seats filled thanks to the one by one seating approach and support of a volunteer “point person.”

Application of the Toyota Production System (TPS) to Improve Small and Medium-sized Enterprises and Nonprofit Organizations

Australia | Toyota Production System Support Center Australia (TSSC-AU)

Overview

Following the decision to close its plant at the end of 2017, Toyota Motor Corporation Australia (TMCA) has been looking for ways to contribute to the local community outside its main business. Thus, TMCA established TSSC-AU, modeled after TSSC activities in the United States. TSSC-AU members, who had previously been supporting Toyota suppliers as part of the TMCA Procurement Department, have now successfully shortened the time required for filling prescription drugs at pharmacies and the wait time for cancer patients at treatment centers. Although the Center has just been established, its members are very motivated, hoping to utilize the knowhow they have accumulated through 50 years of manufacturing for the betterment of the community.

Achievements

Reduced patient waiting times in a cancer treatment center by up to 56 percent.
 Reduced time required for filling prescription medication by up to 85 percent (as of March 2020).



TMCA members share TPS concepts with Northern Health Senior Executives in the plant



TMCA and St Vincent's Hospital members working together to solve problems in the hospital pharmacy

Contributing to Saving Lives: Sharing Toyota Production System (TPS) to Improve Hospital Operation

Brazil | Toyota do Brasil (TDB)

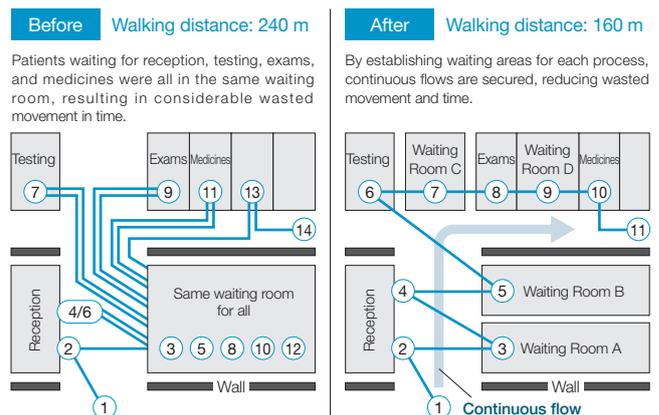
Overview

With request for support from the city of São Paulo, which has many Japanese communities, TDB started the operation improvement of Santa Cruz Hospital with the hospital staff in 2015. As a result of investigating the layout and flow of examination in the emergency room, many issues that could be improved were identified such as staff and patients wasting time going back and forth between the same locations while waiting for care.

The layout was modified and new waiting areas were established to create continuous flows. Thanks to this improvement, travel distances have been reduced and the times for staff to find patients and for patients to find exam rooms have been shortened, leading to reduced waiting times throughout the overall process of care. The hospital intends to apply the TPS they have learned to other services such as Orthopedic attendance in order to continue the improvement of operations. Improving the hospital allows them to save more lives.

Achievements

Average patient waiting time reduced by 30 minutes compared to before improvement (as of December 2019)



Support for Fundafe: Mobility Solutions for Those with Lower Limb Disabilities

Colombia | Automotores Toyota Colombia S.A.S.

Overview

Toyota Colombia has donated recyclable materials to the Fundación Fuente de Esperanza (Fundafe) since 2019 in order to eliminate the mobility problems of individuals with disabilities. Fundafe uses the funds received from the sale of those materials as scrap to manufacture prostheses and provide them to persons who require support for physical and psychological rehabilitation.

Under Fundafe's model, in addition to members of a beneficiary's family, the surrounding environment and society are also involved in psychological rehabilitation. This enables beneficiaries to adapt quickly to their new circumstances and prepares them to face the new challenges that they will confront in society.

Achievements

With cooperation from Fundafe, support has been provided to four individuals (as of December 2019)



A person with a new prosthetic leg

Medical Outreach Program: Free Surgical Services Provided to Patients in Regions Where Medical Services Are Not Available

Philippines | Toyota Motor Philippines Foundation (TMPF)

Overview

Since 1992, TMPF has been providing annual medical and dental care to local residents who would otherwise have no access to healthcare. In 2018, upon review of the past medical missions, partner medical volunteer doctors recommended the switch of concentration of resources from minor to treatment of patients needing major surgical operations such as goiter, hernia, breast mass, gall stones, among others.

Local Government unit has improved significantly in the past decade that they can already fund basic medicine needs and minor healthcare programs which prompted TMPF to channel its resources to patients that will have life-changing transformation once they undergo major surgeries offered by the foundation. On the average, thirty patients were operated in local community hospital with diagnostic services, pre and post-hospital confinement, surgical operation costs and medicines were provided by TMPF for selected beneficiaries.

Achievements

An average of 30 patients receive diagnostic services at local hospitals (as of December 2019)



Natural Disaster Relief in Japan and Overseas

Japan and Overseas | Toyota Motor Corporation

Overview

When a major natural disaster occurs, TMC undertakes recovery activities with protecting human life and recovery of the affected area as its highest priorities. Toyota accurately assesses the damage in the affected region and responds as quickly as possible, providing vehicles to support disaster relief efforts and making donations to relief organizations such as the Japan Red Cross, Central Community Chest of Japan and Japan Platform. In addition, funds were collected from employees and matching gifts were provided.

In light of the numerous disasters that have occurred and the diversification of means of evacuation by disaster victims in recent years, we launched new activities under the name Toyota Disaster Recovery Support (TDRS) in March 2018 based on the belief that we can help people who have been affected by disasters restore their lives at an early stage after a disaster occurs. Specific activities include the provision of support to evacuees who are living in their vehicles, internal

development of support human resources, and the dispatch of volunteer coordinators who have completed internal courses to provide operational support at disaster volunteer centers.

2016–2019 Results

Overseas

- October 2018: Central Sulawesi earthquake in Indonesia
- February 2018: Eastern Taiwan earthquake
- September 2017: Earthquake in central southern Mexico

Japan

- October 2019: Typhoon No. 19
- September 2019: Typhoon No. 15
- September 2018: Hokkaido Eastern Iburi earthquake
- July 2018: Flooding
- July 2017: Flooding in Fukuoka and Oita prefectures in northern Kyushu
- April 2016: Kumamoto Earthquake in Kumamoto Prefecture

Supporting Employees' Volunteer Activities

Fundamental Approaches Regarding Support for Volunteerism

Toyota supports employees' participation in volunteer activities undertaken on their own initiative and seeks to establish communities where people support one another. In Japan, Toyota works with relevant parties to plan and conduct programs that address various issues surrounding communities in four key fields: environment, disaster relief, social welfare, and sports. Toyota also internally disseminates volunteer information from outside organizations.

Activity Cases

Toyota Volunteer Center: Supporting Volunteer Activities that Provide Opportunities for Employees to Address Community Issues

Japan | Toyota Motor Corporation

Overview

The Toyota Volunteer Center was established within the company in 1993, and works with all plants and offices to support volunteer activities targeting employees (including their family members and retirees). The center encourages employees who say, "I am interested in volunteering, but the barriers seem high and I haven't gotten involved," to participate in activities held by local organizations and provides a forum for simple volunteer activities that can be completed in the company in a short time, creating opportunities for employees to become active in volunteerism.

Achievements

Approximately 30,000 Toyota employees participate in volunteer activities every year. The center incorporates volunteer experiences into training, targeting new hires and young employees.



Volunteers cleaning wheelchairs at a hospital

Restoration Support for Regions Damaged by the Great East Japan Earthquake

Japan | Toyota Motor Corporation

Overview

The Great East Japan Earthquake that occurred on March 11, 2011 caused unprecedented damage. To assist people in the stricken areas restore their lives as quickly as possible, volunteer employees from Toyota Group companies and affiliated companies have been supporting recovery efforts in the Kesen region of Iwate Prefecture (Ofunato City, Rikuzentakata City, Sumita-cho) since June 2011, just three months after the earthquake occurred.

Activity Description

<p>2011–2012</p>	<p>With transportation means and lodging facilities not yet restored, volunteers travelled from Aichi Prefecture or Tokyo to Iwate Prefecture on buses driven by members of the Large Vehicle Drivers Group, a Toyota volunteer organization, and on company-owned buses and spend five days in affected areas. Activities were coordinated by local disaster volunteer centers, and volunteers assisted in tasks such as removing debris and setting up temporary housing.</p>
<p>Since 2013</p>	<p>The volunteers have assisted with grass mowing and other day-to-day activities in temporary housing areas and supported local festivals, crafts workshops for children, and other events in cooperation with local governments, tourism associations, and NPO personnel, forging stronger bonds with local residents and promoting interpersonal interaction. More recently, volunteers have assisted with restoring industry with high local needs by working in apple orchards and winery grape fields.</p>



Maintaining fish-farming equipment at a fishing port (2011)



Helping at an apple farm (2015)

“Table For Two” Program to Support School Lunches in Africa

Japan | Toyota Motor Corporation

Overview

In a move to support hunger relief efforts in Africa and promote healthy eating among employees at the same time, Toyota began assisting the “Table For Two” program run by the authorized NPO “Table For Two International” in June 2011. Each time an employee orders a reduced-calorie lunch in one of the company cafeterias on Wednesdays, a total of 20 yen (10 yen from the employee and 10 yen from the company) is donated to provide one school lunch to a child in Africa. This program provides an easy opportunity for employees to take part in social contribution and helps boost their volunteer-related awareness.

Achievements

Introduction of the program into the cafeterias of all plants and offices was completed in May 2015. The total donation in FY2019 amounted to approximately 3.5 million yen (equivalent to approximately 170,000 school lunches). The cumulative total donation since FY2012 amounts to approximately 24.50 million yen.



Having meals at a company cafeteria to help provide school lunches to children in Africa

[Web https://usa.tablefor2.org/home](https://usa.tablefor2.org/home)

Volunteering to Preserve Loggerhead Turtle Spawning Beach: Employees Nurturing a Precious Ecosystem

Japan | Toyota Motor Corporation

Overview

Omotehama beach on the Atsumi Peninsula in Aichi Prefecture is known as a haven for spawning loggerhead turtles, but has suffered increasing erosion due to factors such as a decrease in the amount of earth and sand deposited by the Tenryu River. Its ecosystem is now in jeopardy. Once annually since 2011, more than 100 employees from the Tahara Plant, which is located near the beach, and the Head Office have turned out with their families to work in collaboration with Omotehama Network, a local NPO, and Akabane Juku, building barriers out of bamboo that has overgrown on the beach to serve as windbreaks and reduce erosion. They also work together clean the beach in preparation for the arrival of loggerhead turtles for spawning, beginning in May.

Achievements

Between FY2012 and FY2020, approximately 1,400 people from the Head Office and the Tahara Plant participated. In April 2019, 240 participants worked on the project.



Using bamboo sticks to prevent sand from blowing away, re-creating a beach suitable for loggerhead turtle spawning

Thinning of Planted Forests by Volunteers: Initiative to Develop Rich and Beautiful Forests

Japan | Toyota Motor Corporation

Overview

Committed to conserving local forests, volunteers first gathered in Asuke Town, Toyota City, Aichi Prefecture, in 2000 to begin forest maintenance activities such as cutting underbrush and pruning. Since then, their activities have expanded. In 2008, the internal volunteer circle “Forest Keepers” (collaboration has continued since the organization became independent in August 2018) was established and made an agreement with Toyota City to work on forestry activities in city-owned forests. Thinning operations that keep forests in a healthy condition also immerse the participants in nature and contribute to their health and well-being. Another initiative, a woodcraft workshop utilizing timber from forest thinning, has been conducted for local residents.

Achievements

Since 2008, a cumulative total of 5,996 people have participated in 641 volunteer events, thinning 9,073 trees in planted forests.



Thinning trees to create a healthy forest, giving utmost attention to safety



Children who attended the woodcraft workshop

Promoting Community Contribution through Volunteer Activities with “Team Toyota”

United States | Toyota Motor North America (TMNA)

Overview

Since the establishment of the first Toyota manufacturing facilities more than 30 years ago, TMNA has promoted volunteer activities among team members and their families and friends. Executives also participate in volunteer activities, making the company-wide volunteer initiative to contribute to local communities.

TMNA’s volunteer recognition program includes the Team Member Donation Program from which each team member can designate Toyota funding to charitable organizations of their choice, based on the number of volunteer hours performed by the team member during the year. Another recognition program acknowledges “top volunteers” each year. Team members who have had a special impact on the local community are selected as “Community Star (volunteers of the year).” The company honors these volunteers through donations directly to the organizations for which these team members volunteer.

* TEMA: Toyota Motor Engineering and Manufacturing North America

Achievements

A result of TEMA* (2015)

Team Toyota Volunteer Program: More than 400 team members volunteered for a total of 10,000 hours

Donation by company: 57,000 dollar to local charitable organizations designated by TEMA team members

Top Volunteers: 18,000 dollars awarded to local agencies (as of March 2016)



Volunteers planting vegetation



TEMA Volunteer of the Year, Terence Proctor, Information Systems Manager

Sharing Kimchi with Love

South Korea | Toyota Motor Korea (TMKR), Lexus dealers

Overview

Launched in 2012, Sharing Kimchi with Love is a social contribution program that Toyota weekend farmers selected through the application donate to the underprivileged by making kimchi from their own garden. Employees of Toyota Motor Korea also attend the event every year to make kimchi and deliver it to the social welfare corporation, Anna’s house.

Also, in 2019, the donation of 50 million won from Toyota Motor Korea to support farmers affected by unusually frequent typhoons was sent to the Korea Federation of Agricultural Leaders Federation.

Achievements

Cumulative number of TMKR volunteers: 2,815 (as of March 2016)



TMKR employees prepare handmade kimchi



Support for Local Charitable Organization

Belgium | Toyota Motor Europe (TME)

Overview

Since 2017, Toyota Motor Europe members have supported fundraising activities at TME Headquarters and Technical Centre for a local charity “United Fund for Belgium.”

United Fund for Belgium focuses on providing funding to local projects involving children welfare, reduction of poverty, support of handicapped persons and social integration.

The internal fundraising activities can vary from cake sales to professional portrait photography.

From 2017 to 2019 members raised internally over 50,000 euros to support United Fund for Belgium and their local projects.

Achievements

2017–2019 donations: More than 50,000 euros



Cultural and Exhibit Facilities

Fundamental Approaches Regarding 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 the Toyota of today. To create an enriching future for people and cars, Toyota puts considerable effort into preserving its founding spirit and concepts in the form of automotive and manufacturing culture.

Activity Cases

Toyota Kuragaika Commemorative Hall: Introducing the History of Toyota and the Dreams of the People who Supported its Founding

Japan | Toyota Motor Corporation

Established: September 1974

Overview

Photos, videos, dioramas, and actual vehicles are used to introduce the path Toyota's founder, Kiichiro Toyoda, and his colleagues took in overcoming countless obstacles in their quest to realize their great dream of establishing a full-fledged automotive industry in Japan. Kiichiro's former residence, built in 1933, was relocated and restored on the hall grounds, reminding visitors of earlier times. The adjoining Kuragaika Art Salon hold exhibits mostly of artwork owned by Toyota.



250 Ikeda-cho Minami, Toyota City, Aichi Prefecture

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

Toyota Kaikan Museum: Displaying Toyota's Vision and State-of-the-Art Technologies, and Providing a Reception Point for Plant Tours

Japan | Toyota Motor Corporation

Established: November 1977

Overview

The Museum shows today's Toyota, displaying state-of-the-art environmental and safety technologies, as well as automobile manufacturing under the Toyota Production System aimed at high quality. The Museum also provides the reception point for plant tours, which are conducted in both Japanese and English and thus are very popular with visitors from overseas. The Museum also receives fifth graders on field trips, and provides a plant tour and holds a traffic safety school for kindergarteners as part of Toyota's social contribution activities.



1 Toyota-cho, Toyota City, Aichi Prefecture

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

Sakichi Toyoda Memorial House: Exhibiting the Life Story of Sakichi Toyoda, Founder of the Toyota Group and Major Contributor to the Development of Japanese Industry, at His Birthplace

Japan | Sakichi Toyoda Memorial House Preservation Society (comprised of 21 companies including Toyota Motor Corporation)

Established: October 1988

Overview

The site includes the main house, the barn where Sakichi carried out his research, and the home where he was born (restored in 1990). Displays include Sakichi's first invention, the Toyoda Wooden Hand Loom, as well as the Type G Toyoda Automatic Loom, patent certificates, and other precious items. Additionally, a movie depicting Sakichi's life helps visitors intimately feel and experience his ambitions and passion.



113-2 Yamaguchi, Kosai City, Shizuoka Prefecture

[Web](https://global.toyota/en/company/profile/museums/sakichi) https://global.toyota/en/company/profile/museums/sakichi

Toyota Automobile Museum: Learning the History of Automobiles through Classic Cars from around the World

Japan | Toyota Motor Corporation

Established: April 1989

Overview

The museum displays 140 classic cars from around the world that contributed to the development of the automotive industry, showing how closely interlinked the global and Japanese automotive industries have been as they advanced. The museum features dynamic preservation of cars in working condition, and visitors can observe the cars being driven in spring and autumn. There are three vehicles visitors can actually ride in. The museum not only holds original exhibits, but also hosts the classic car festivals, programs targeted at schools, and other various events to help people become familiar with the history and culture of automobiles.



41-100 Yokomichi, Nagakute City, Aichi Prefecture

[Web https://toyota-automobile-museum.jp/](https://toyota-automobile-museum.jp/)

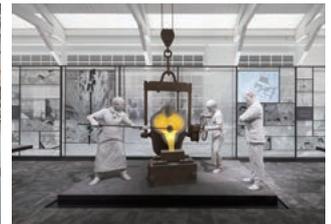
Commemorative Museum of Industry and Technology Exhibits and Demonstrations to Introduce the History of Toyota, which Used the Textile Machinery Business as a Springboard to Enter the World Stage of Car Manufacturing

Japan | 17 Toyota Group companies

Established: June 1994

Overview

The Toyota Commemorative Museum of Industry and Technology was established in a building that dates back to the origins of the Toyota Group, located on the site of the former Toyoda Spinning & Weaving Co., Ltd. The creation of the museum preserved the red brick building, whose architecture is historically significant, as a historical heritage site for the entire Toyota Group. Its aim is to broadly convey the value of the spirit of being studious and creative as well as the importance of *monozukuri*. The Museum introduces textile machinery and the history of automotive technology as well as the history of the Toyota Group, with demonstrations using real machines and video presentations. In 2014, the exhibit area for the Initial Period of Toyota's Automobile Business in the Automobile Pavilion was remodeled.



4-1-35, Noritake Shinmachi, Nishi-ku, Nagoya City, Aichi Prefect

[Web http://www.tcmiit.org/](http://www.tcmiit.org/)

MEGA WEB: Hands-on Mobility Theme Park in Tokyo's Waterfront District Where Visitors Can Observe, Ride, and Feel Cars

Japan | Toyota Motor Corporation

Established: March 1999

Overview

MEGA WEB features three theme pavilions: the Toyota City Showcase, a display area with information on Toyota's global environmental, safety and other technologies, motorsports as well as Toyota vehicles from Japan and overseas; the History Garage, a display of historical vehicles from Japan, America, and Europe; and the Ride Studio, an indoor driving course where even children can experience the joy of driving while learning traffic rules. In addition, MEGA WEB includes the Ride One, a course that allows participants to test drive any of Toyota's passenger vehicles. Through those attractions, including hands-on events, MEGA WEB communicates information on car culture.



1-3-12 Aomi, Koto-ku, Tokyo

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

Foundations

The Toyota Foundation: Globally Supporting NGO/NPO Activities

Japan and Overseas | Toyota Foundation

Overview

The Toyota Foundation was established in 1974 to support research and programs that seek solutions to problems in various fields according to the specific needs of the times from a global perspective. The foundation currently conducts a variety of support programs. Its domestic programs aim at utilizing local resources to create jobs and develop new leaders in order to invigorate local communities in Japan. Its international programs focus on policy suggestions and measures related to issues such as aging populations and cultural diversification, common to Southeast Asian and East Asian countries including Japan.



FY2019 grant presentation ceremony for the domestic grant and research grant program



Children from a mountainous region in the Philippines discuss village culture

Toyota Female Engineer Development Foundation: Supporting High School and Female College Students Majoring in Science and Engineering Pursue Engineering Careers

Japan | Toyota Female Engineer Development Foundation (established by Toyota Motor Corporation, operated with the participation of eight group companies)

Overview

As the future labor force declines, labor participation by women will be essential, and human resources with diverse values will be needed for Japan's manufacturing industries to continue responding to the diverse needs of customers. There are still few female engineers in manufacturing, so we established the Toyota Female Engineer Development Foundation in 2014 with the aim of supporting women in engineering.

The foundation conducts activities to present the appeals of a career in engineering to spur interest in science and engineering education among junior and senior high school students and a scholarship program for female college students who have entered science and engineering programs that provides scholarships and includes a training program that helps students think about the future by providing opportunities to interact with female engineers and like-minded colleagues.

Achievements

FY2020 results of the science and engineering career presentation program (targeting high school students)

On-site courses conducted for some 2,400 students (male and female) at 16 schools, mainly in Aichi Prefecture

Scholarship program (targeting female college students majoring in science and engineering) as of January 2019

Provided scholarships to 550 students at 83 universities nationwide.



On-demand class conducted at a high school by female engineers from the Toyota Group



Female college students majoring in science and engineering attending the FY2019 scholarship support project called "Camp for the Future of Female Science and Engineering Students"

Toyota Mobility Foundation: To Enable More People to Go More Places

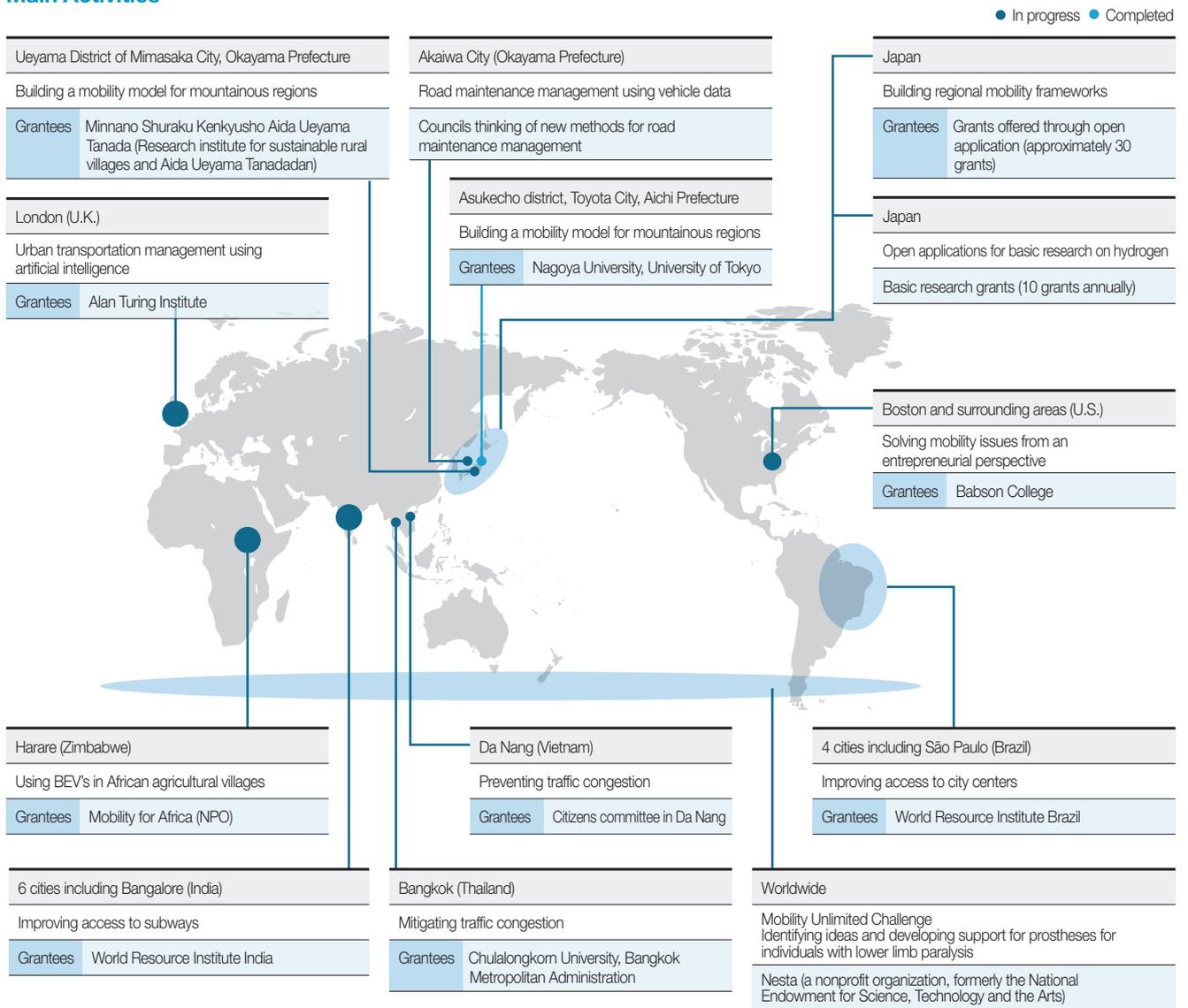
Japan and Overseas | Toyota Mobility Foundation (TMF)

Overview

The Toyota Mobility Foundation was established in August 2014 to realize a prosperous mobility society while eliminating disparities in mobility. We partner with a variety of non-profit organizations, research institutions, and others to address mobility issues around in the world.

Topics

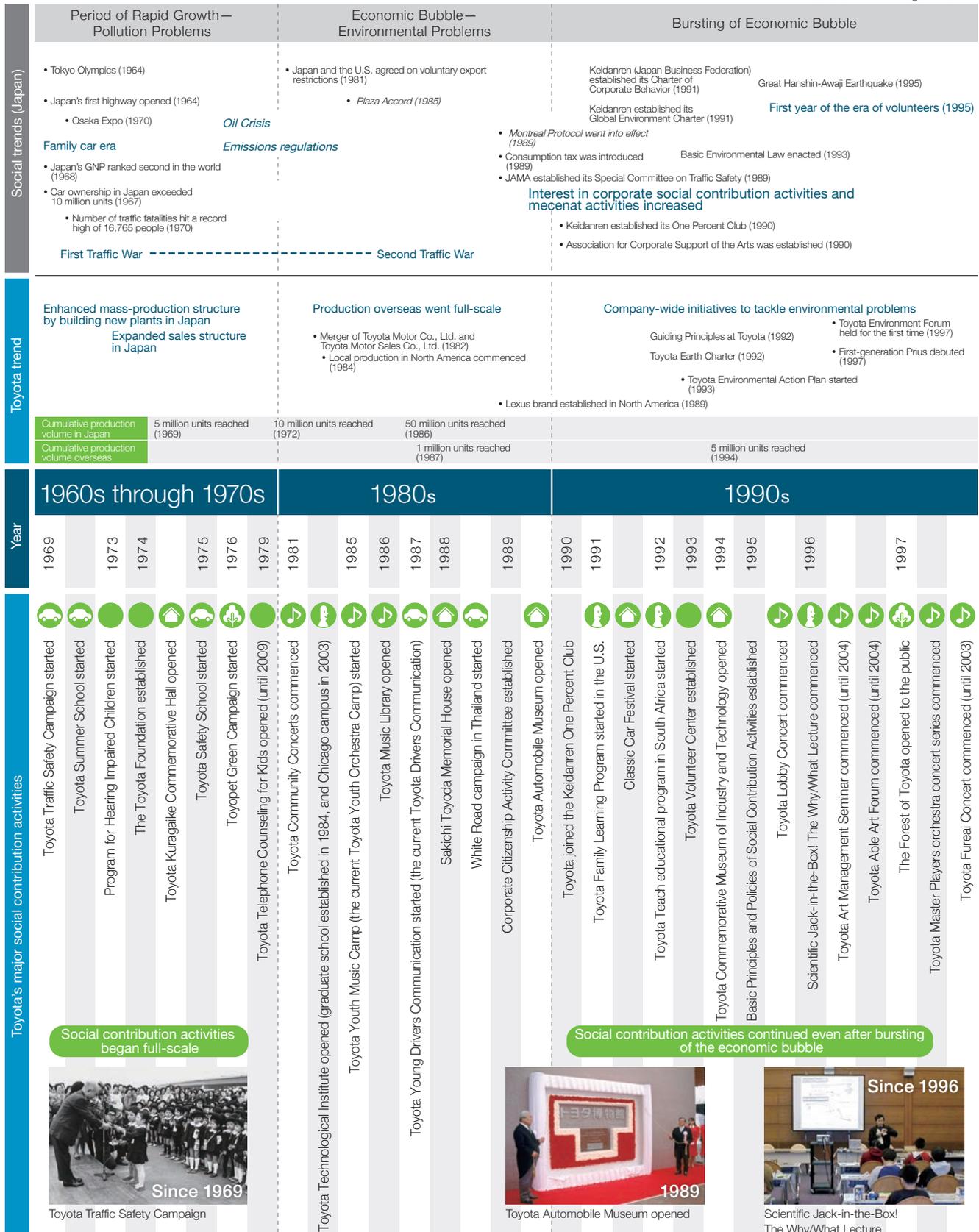
Main Activities



Web <http://toyotamobilityfoundation.org/en/>

Developments in Social Trends and Social Contribution Activities

Note: Italics indicate global trends



🌿: Environment 🚗: Traffic Safety 🎓: Education 🎵: Society and Culture 🏠: Cultural and Exhibit Facilities 🟢: Other

Note: Italics indicate global trends



Rise of Emerging Nations and Expanding Globalization

Further Globalization

World population exceeded 6 billion (1999)

Heightened interest level in global environmental problems

The NPO Law (1998)—NPO activities were expanded

Nationwide operation of ETC systems commenced (2001)

The first year of the era of CSR (2003)

Younger generations moved away from cars

New urban development through extensive merger of cities, towns, and villages (1999-2010)

The Kyoto Protocol went into effect (2005)

Expo 2005 Aichi, Japan (2005)

Collapse of Lehman Brothers (2008)

Great East Japan Earthquake (2011)

Japan won the right to host the Tokyo 2020 Olympic and Paralympic Games (2013)

United Nations adopts sustainable development goals (SDGs) (2015)

Rapid expansion of globalization

Environmental Affairs Division established (1998)

CSR Policy: Contribution toward Sustainable Development (2005)

Lexus dealerships commenced operations in Japan (2005)

Toyota recalls (2010)

Toyota Global Vision announced (2011)

Kokoro Hakobu Project (2011)

Toyota Motor East Japan, Inc. established (2012)

TOYOTA MOTOR CORPORATION

Published: March 2020

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<https://global.toyota/en/sustainability/esg/social-contribution/>

Company Profile (as of March 31, 2019)

Company Name	Toyota Motor Corporation	Capital	635.4 billion yen
President and Representative Director	Akio Toyoda	Main Business Activities	Motor Vehicle Production and Sales
Company Address		No. of Employees (consolidated)	370,870
Head Office	1 Toyota-cho, Toyota City, Aichi Prefecture, Japan	No. of Consolidated Subsidiaries	608
Tokyo Head Office	1-4-18 Koraku, Bunkyo-ku, Tokyo, Japan	No. of Affiliates Accounted for under the Equity Method	63
Nagoya Office	4-7-1 Meieki, Nakamura-ku, Nagoya City, Aichi Prefecture, Japan		
Date Founded	August 28, 1937		

Processing

Toyota Loops is a special-purpose subsidiary of Toyota Motor Corporation, founded to provide greater employment opportunities for people with serious disabilities. Toyota Loops handles in-house printing, intra-company mail receipt and delivery, and other such operations that were previously done inside Toyota Motor Corporation. Toyota Loops handles the printing and binding of this report.

Editing, Plate Making

This report is compiled using the Computer to Plate (CTP) system, resulting in the total elimination of film, an intermediate material, during the plate making process.

