



TOYOTA

Social Contribution Activities

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Highlights
Harmonious Society and the Environment
MFA and Traffic Safety
Human Asset Development
Community Co-creation and Volunteer Support
Cultural and Exhibit Facilities
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Fundamental Approach

Today, when the world is faced by challenges that need to be addressed on a global scale, such as environmental problems and the spread of infectious diseases, and which are becoming increasingly severe, the *raison d’etre* of companies as members of the global community is in question. For Toyota’s social contribution activities, it is time to take concrete actions from the perspective of “what we want to be like in the future.” We identified the areas that we will focus on to be a “harmonious society,” and for “human asset development*” and “community co-creation” to achieve the SDGs, and “Mobility for All,” which is Toyota’s aim to contribute through our main business. In these areas, we will contribute to establishing a global society in which everyone can live a rich and dynamic life. For the issues in each area, we all have a sense of ownership and take action on a *genchi genbutsu* (onsite hands-on experience) basis. We will work together with our partners who share the same aspirations for the future in addressing issues that are difficult to solve solely by ourselves. The origin of Toyota’s foundation is the aspiration to create happiness for people. We promote our corporate activities for the happiness of people other than ourselves through social contribution. To facilitate the smooth functioning of various activities, the Corporate Citizenship Division, a specialized division for social contribution activities, and other related divisions promote activities in cooperation with regional headquarters in the United States, Europe, Asia, and China. Policies and approaches of the initiatives are reported to and discussed at the Sustainability Meeting.

* Human asset development: Based on the belief that each individual is a being with diverse and essential potential, Toyota intends to develop such potential.

Areas in which Toyota Will Focus on to Achieve the SDGs



Harmonious society

Create a society where diversity is embraced in both nature and people



Human asset development

Develop human capacity to live with richness of mind for the future



Community co-creation

Support local communities in improving themselves

MOBILITY FOR ALL

Offer free and safe mobility for all people

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

Initiatives Aligned with Global Society

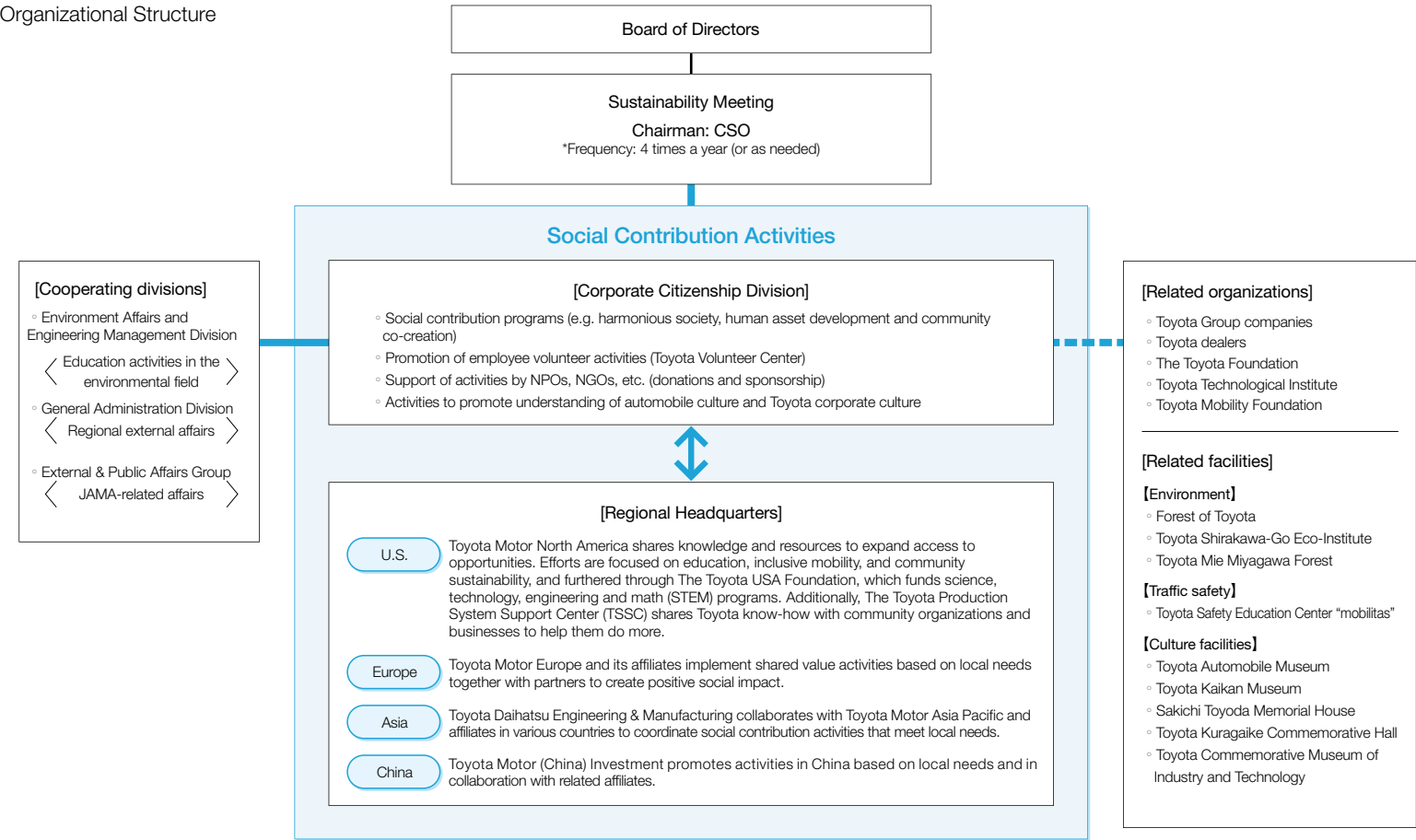
Toyota is working on initiatives that contribute to the sustainable development of society and the world in each region through its business activities in cooperation with global society. At the foundation of these initiatives are our corporate principles including the Five Main Principles of Toyoda,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



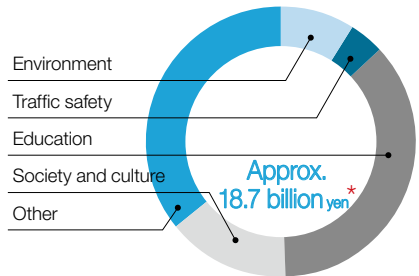
* The Sustainable Development Goals (SDGs) comprise 17 goals and 169 targets to be achieved by 2030 adopted at the United Nations Sustainable Development Summit, in which the heads of state of more than 150 countries participated, in September 2015.

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Organizational Structure



FY2021 Expenditure for Social Contribution Activities



* Consolidated base including Toyota Motor Corporation and major subsidiaries. Overseas affiliates' results have been converted to yen based on the average exchange rate for FY2021.

Focus

Toyota's Social Contribution Activities

which Started with Sakichi

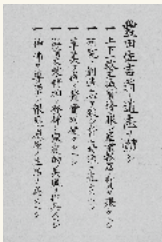
Toyoda's Hope for People's Happiness

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.



Sakichi Toyoda



Five Main Principles of Toyoda

Fundamental Approach

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- Social Contribution Through the Power of *Monozukuri* in the COVID-19 Era
- Toyota Disaster Recovery Support (TDRS)

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Social Contribution Through the Power of *Monozukuri* in the COVID-19 Era

With the spread of the COVID-19 novel coronavirus, Toyota has been utilizing the power of *monozukuri* (manufacturing) and the Toyota Production System (TPS) in its manufacturing sites, which underpin Toyota's efforts to make ever-better cars, to produce masks and face shields, develop vehicles that suppress the circulation of droplets, and support the improved production of medical protective gowns. In the spring of 2020, when production lines were forced to shut down due to the pandemic, employees at each of Toyota plants set about creating a range of disinfection devices based on many unique ideas in the hope that their colleagues would not get infected. To contribute to society through a foot-operated hand sanitizer station, TPS professionals, who were working on the medical protective gowns, also joined in as discussions toward commercialization began. The aim was to help prevent infection through increased use of these devices, which was similar to the idea that eco-friendly vehicles can only contribute to the environment when they come into widespread use. In this way, while always remembering the origins of its *monozukuri*, Toyota continues to create things that benefit people around the world, and to work on "Producing Happiness for All" in every field.



Contributing to the SDGs Unites Minds

The initiative to manufacture a foot-operated hand sanitizer station is part of Toyota's "Producing Happiness for All" initiative, which shares the SDG approach of the international community to ensuring that no one will be left behind. It is critical that these devices be accepted by society for them to have a really positive impact on the world. Improving society and providing the world with such practical things is a perfect example of "Producing Happiness for All." That is why Toyota's SDG initiatives are both sustainable and practical. The United Nations have declared the 10 years until the new target year of 2030 to be the "Decade of Action," and they are calling on people all around the world to accelerate their efforts. Toyota is driving its initiatives with a focus even beyond that. The belief is that if people act with passion, and with a desire to create a better future, the visible landscape of 20 or 30 years into the future will certainly be improved.

Focus

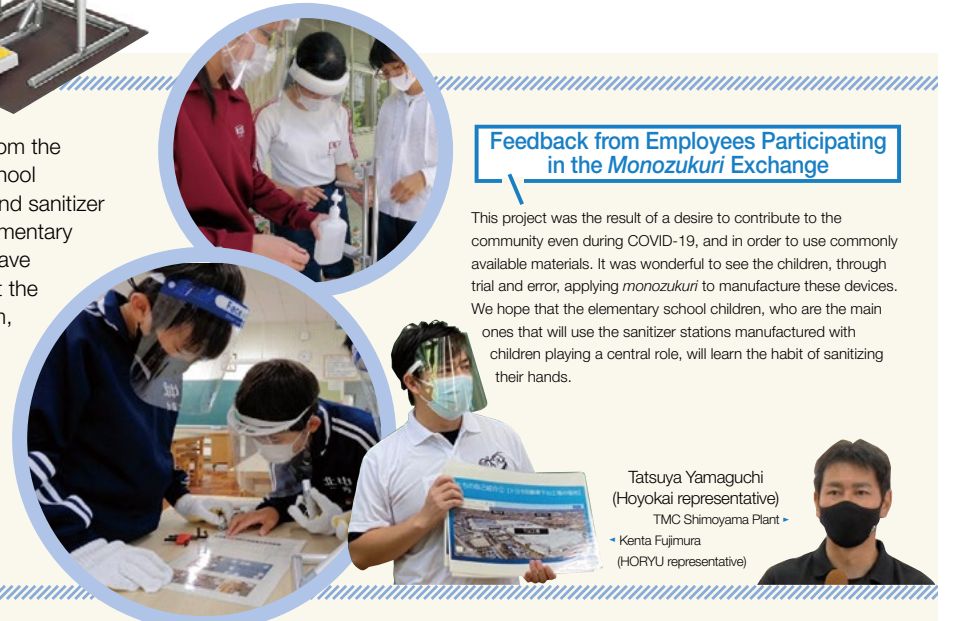
Monozukuri Exchange Through Manufacture of Hand Sanitizer Stations



In June 2021, a group of volunteer employees from the Shimoyama Plant joined with local junior high school students to jointly manufacture foot-operated hand sanitizer stations. With plans to donate the devices to elementary schools within the school district, the students gave thought to such things as adjusting height to suit the elementary school students who would use them, and a number of their ideas were implemented as a result. Comments from participating students included that "it was great to be able to work with everyone in this time of COVID-19" and "because they are operated by foot, it is easy to properly disinfect your hands, so they would be great to use at lunch time."

Feedback from Employees Participating in the *Monozukuri* Exchange

This project was the result of a desire to contribute to the community even during COVID-19, and in order to use commonly available materials. It was wonderful to see the children, through trial and error, applying *monozukuri* to manufacture these devices. We hope that the elementary school children, who are the main ones that will use the sanitizer stations manufactured with children playing a central role, will learn the habit of sanitizing their hands.

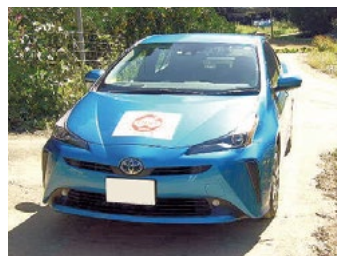


Tatsuya Yamaguchi
(Hoyokai representative)
TMC Shimoyama Plant
Kenta Fujimura
(HORYU representative)

Toyota Disaster Recovery Support (TDRS) Support for disaster-affected areas and awareness of evacuation in cars

When major natural disasters have occurred in the past, while prioritizing human life and local recovery, Toyota has moved to gain an accurate understanding of the level of damage locally, and to quickly arrange disaster support vehicles, donate to support groups, and conduct fundraising with employees.

In March 2018, in light of the numerous natural disasters that have occurred and the diversification of means of evacuation by disaster victims in recent years, we launched Toyota Disaster Recovery Support (TDRS) to help disaster-affected people quickly restore their lives after a disaster, while taking full advantage of our resources as a car manufacturer and the expertise we have acquired through our main businesses.



Support vehicle in a disaster-affected area



Key Areas of Activity for TDRS

In the event of a natural disaster, a TDRS Headquarters is established internally, and support is provided currently in the following key areas.

Support for employees' volunteer activities

Information on the state of disaster-affected areas is acquired from local governments and relevant organizations and recipients of support are considered. When recipients are decided, volunteers are recruited from among the employees and recovery support is provided in the disaster-affected areas.

Operational support for disaster volunteer centers

Employees who have completed the disaster volunteer coordinator training program are dispatched to provide operational support in disaster volunteer centers in the affected areas. They match volunteers with local needs and ensure the relief work is carried out smoothly and effectively.

Mobility support

When a disaster occurs, mobility can play an important part in meeting the need for transportation of people and things in the disaster-affected areas. After hearing what the affected prefectures and social welfare associations need, suitable company-owned vehicles are loaned with the cooperation with local Toyota dealers.

Support for sheltering in cars

According to personal circumstances and government measures in disaster-affected areas, and with expectations for large-scale earthquakes in the future, people sheltering in cars are predicted to continue. Toyota, therefore, is raising awareness of the need for evacuation in cars while prioritizing the lives of people forced to stay in their cars after a disaster.

TDRS activities: https://www.toyota.co.jp/jpn/sustainability/social_contribution/tdrs/

Focus

Hidden Risks of Evacuation in Cars



Do you know what evacuation in cars during a disaster means? While staying in evacuation shelters after a disaster is the first priority, the Kumamoto Earthquake in 2016 produced a series of large aftershocks that led to about 60% of evacuees, whose houses were still intact, choosing to take shelter in their cars for privacy reasons and due to fears about their safety. With a large earthquake still predicted in the future, and the infection prevention needs experienced over recent years, it is expected that the number of people forced to choose their cars as shelters will increase going forward. On the other hand, evacuation in cars comes with associated risks to life, including economy class syndrome, so there is a need for an appropriate response.

With the assumption that people will inevitably use their cars as shelters, Toyota has developed its “Evacuation in a Car Emergency Help Book” and “Evacuation in a Car Video Guide.” Available on the TDRS activities page of Toyota’s official website, these resources offer a range of information on the risk factors and staying safely in vehicles for a period of time, including how to arrange the car

seats to enable occupants to stretch out their legs, which is one of its relevant coping strategies.

A program has also been developed for people to experience what it is like to shelter in cars after a disaster. Feedback included: “when actually lying down, I realized how difficult it would be to stay in a car and to sleep” and “staying in cars for leisure, and using them as emergency evacuation shelters, are completely different things, so preparations are essential.” Disasters can occur at any time, so please have a look at these online resources to prepare and protect yourself and your family.



Evacuation in a Car Emergency Help Book: https://www.toyota.co.jp/jpn/sustainability/social_contribution/tdrs/index.html#emergency_helpbook

Everything You Need to Know—Evacuation in a Car Video Guide: <https://youtu.be/JHqatcy9fc>

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Harmonious Society and the Environment

Contribution to the SDGs



Fundamental Approach

Toyota wants to help create a harmonious society where diversity can be leveraged, a society where diverse people support each other in their active lives, and where humanity, with an awareness of its place in the natural ecosystem, coexists with other living things.

We understand the critical status of nature as it underpins our prosperous society, so we are working to conserve biodiversity while providing environmental education to people of all ages. We value diversity in human society as well, so we support activities that communicate the appeal of a harmonious society to people around the world. A prosperous society is created through its economy and its culture, so our aim is to create opportunities where people can experience diverse values that touch their hearts.



Supporting the Special Olympics for Athletes with Intellectual Impairments

Overview

The Special Olympics (SO) is an international sports organization supporting people with intellectual impairments 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 the SO is to provide continuing opportunities for athletes with intellectual impairments to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills, and friendship with their families, other Special Olympics athletes, and the community.

In support of this mission, Toyota entered a national partner agreement with Special Olympics Nippon (SON) in January 2016, and then entered into an agreement with Special Olympics International (SOI) to become a Global Partner in January 2018. Toyota shares the Special Olympics philosophy of promoting the creation of a society that respects diversity regardless of one's ability or disability. As such, we conduct a range of unified activities together with people with intellectual impairments.



Many Toyota employees and SO athletes joined senior management of Toyota and SOI for the Global Partner signing ceremony

Achievements

Cumulative number of participants in SO events: Approximately 15,000, including 4,700 employees (as of December 2021)

https://www.toyota-global.com/sustainability/social_contribution/society_and_culture/special_olympics/



Joining hearts and minds—Online high fives between Toyota employees and SO athletes

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Japan Toyota Motor Corporation

Forest of Toyota: Helping to Realize a Sustainable Society Through Forestry Activities

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 in Toyota City, Aichi Prefecture, and is using it as a field for environmental education. The 45-hectare forest 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, which is home to a diverse array of living things. Dedicated interpreters 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. Over recent years, we have created and distributed various videos to make it fun to learn about the environment and biodiversity, and they are being used as teaching materials for elementary school students.

Achievements

Number of participating children and visitors per year:
Approximately 5,000 and 198,000 respectively (as of December 2021)
2015: Received the Third Green Society Award
Video distribution: 22 videos (as of February 2022)
https://www.toyota.co.jp/jpn/sustainability/social_contribution/feature/forest/forest_of_toyota/
<https://www.youtube.com/channel/UCuqLB5OG96nbzaoO2oisu3Q>



YouTube video: An Introduction to the Animals: Flying Squirrels

Japan Toyota Motor Corporation

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

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. With an awareness of the SDGs over recent years as well, we are focusing our efforts on addressing a greater range of social issues. Targeting mainly university students, we have been running the SDGs Leader Development Program since 2021 to develop human resources able to think about what they should do to achieve a sustainable future in 2030, and move forward to implement it. About 20 people have attended the program so far.

Achievements

Cumulative number of visitors: Approximately 256,000 (as of January 2022)
Number of overnight visitors per year: Approximately 13,700
Number of program participants per year: Approximately 12,600
2011: Second Wildlife Support Corporate Activity Environment Minister's Award
2015: Screening Committee Honorable Mention Prize of FY2016 Youth Activities Award
<https://toyota.eco-inst.jp/en/>



Guided tour with a specialist interpreter

Japan Toyota Motor Corporation

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

Overview

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 CO₂ absorption and water source conservation. Furthermore, we are aiming for efficient forest management through initiatives such as adopting, on the frontline of the forest industry, forest management practices based on forest resource information and safety check procedures employed in our automobile plants. We also utilize the lumber produced from this forest in the Toyota Automobile Museum and other facilities. Since 2017, we have been implementing the Forest Challenge and Development Project, which seeks to create new utilization of trees and forests beyond the forest industry and encourage people, who have previously had no interest in forests, to actually visit forests and use wood itself.

Achievements

2010: Obtained Forest Stewardship Council® (FSC)* certification
Since 2017: Implemented Forest Challenge and Development Project
* 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.
https://www.toyota.co.jp/jpn/sustainability/social_contribution/feature/forest/mie/



Toyota Automobile Museum: Toyota Mie Miyagawa Forest timber used to make floorboards for the museum's book café

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Japan Toyota Motor Corporation

Toyota Environmental Activities Grant Program: Support for Practical Measures Addressing Biodiversity and Climate Change

Overview

The United Nations Environment Programme (UNEP) has created the Global 500 Award to recognize and honor individuals and organizations that have demonstrated their contribution to protect or improve the environment toward the goal of sustainable development. Toyota received a Global 500 Award in 1999, in recognition of the effect of the world’s first mass-produced, mass-marketed hybrid vehicle, the Toyota Prius, as well as the implementation of our Environmental Management System and our active disclosure of environmental information. After receiving the award, Toyota began providing subsidies for activities of non-profit organizations and other groups in FY2001, with the projects contributing to the development of the next generation of human resources, who will be responsible for environmental preservation in the future, and offering practical solutions to environmental issues.

Achievements

Cumulative number of projects supported: 440 (in more than 57 countries and regions worldwide) (as of January 2022)

<https://global.toyota/en/sustainability/esg/challenge2050/challenge6/ecogrant/>



Desert greening project through saxaul tree-planting and cistanche cultivation (Uzbekistan)

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

TOYOTA SOCIAL FES (TSF): Global Environment Preservation and Conservation Measures Open to Participation by the General Public

Overview

Aqua Social FES, which was first held in 2012, was renamed TOYOTA SOCIAL FES in FY2019 to make the local community 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 local communities with the collaboration of Toyota, 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 the event was held: 834 (in 47 prefectures)

Cumulative number of participants: 91,058 (as of December 2021)



Yamaguchi Forest, Countryside, River, and Ocean Environment Restoration Project

Japan Toyopet dealers throughout Japan, Toyota Motor Corporation

TOYOPET HUREAI Green Campaign: Initiatives Carried Out Jointly with Toyopet Dealers Nationwide

Overview

With the goal of building lush green towns, and sponsored by the National Land Afforestation Promotion Organization, the TOYOPET HUREAI Green Campaign has been held every year since 1976 as a regionally rooted social contribution activity, and marked its 47th year in 2022. Toyopet dealers throughout Japan carry out initiatives based on the wishes of local governments and communities, including donating various types of seedlings to each local government and conducting a variety of afforestation activities. Additionally, dealer employees and local residents participate in donation presentations and tree-planting ceremonies held throughout Japan, and hold networking and other events as well.

Achievements

Cumulative number of trees planted: Approximately 460,000 (as of the end of December 2021)



An eco-maintenance tour with volunteers and employees

Supporting the Special Olympics	Japan
Forest of Toyota	Japan
Toyota Shirakawa-Go Eco-Institute	Japan
Toyota Mie Miyagawa Forest Project	Japan
Toyota Environmental Activities Grant Program	Japan
Toyota Social FES (TSF)	Japan
Toyopet Fureai Green Campaign	Japan
● Toyota Community Concerts	Japan
● Toyota Youth Orchestra Camp	Japan
● Wien Premium Concerts	Japan
Able Art	Japan
Toyota Lobby Concert	Japan
Net TAM	Japan
Receipt of the Grand Mécénat Awards	Japan
Actively Providing Mobility Solutions	Italy
Proactive Approach to Enhancing On-Site Biodiversity	United Kingdom
Eco-Tour for Children to See, Experience and Feel First-Hand	Turkey
Protecting and Restoring Habitat	United States
Toyota Eco Youth Project	Malaysia/Indonesia
Toyota Costa dos Corais (Coral Coast) Project	Brazil
Participation with Local Students in Environmental Event	France
Participation with Dealers in Local Environmental Conservation Activities	Vietnam
Local Environmental Conservation through Tree-Planting and Cleanup Activities	Philippines
Environmental Conservation and Marine Pollution Mitigation Initiatives	Colombia
High Flying Corolla Hybrid Display	United Kingdom
Sharing the Toyota Production System (TPS) to Help Others Do More with Less and Maximize Impact	United States
Lexus Creative Masters	South Korea
Lexus Young Farmers	South Korea
Supporting a Football Academy in Collaboration with Soriya	Cambodia
Supporting a Robot Competition for University Students	Cambodia
Toyota Classics	Malaysia
Support for Fundación Fuente de Esperanza	Colombia
Application of the Toyota Production System (TPS) to Improve Small and Medium-sized Enterprises	Australia

Japan	Toyota Motor Corporation, nationwide sales companies
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Toyota Community Concerts: Solving Local Issues Through Music

Overview

With the aim of promoting local communities through music, Toyota Community Concerts have been held since 1981 in collaboration with the Federation of Japan Amateur Orchestras Corp. to support classical music concerts around Japan by community-based amateur orchestras. 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. From FY2022, the 40th anniversary of the first concerts, all performances have been based on the key theme of “SDGs Through Music” to realize the mission of “Producing Happiness for All.”

Achievements

Cumulative number of performances: 1,750
Cumulative number of attendance: Approximately 1,370,000 (as of December 2021)
<https://www.toyota.co.jp/mecenat/tcc/>



1,728th Toyota Community Concert (Okinawa): Donating to food banks as an SDGs project

Japan	Toyota Motor Corporation
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Toyota Youth Orchestra Camp: Supporting Future Leaders of Local Communities

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 (as of March 2021)
2014: Received the Award Granted by the Commissioner for Cultural Affairs at the 2014 Mécénat Awards
https://www.toyota.co.jp/jpn/sustainability/social_contribution/society_and_culture/domestic/tyoc/



A rehearsal at the camp

Japan	Toyota Motor Corporation
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Wien Premium Concerts: Inspiring Emotion Through World-class Music

Overview

To bring the emotion of music to even more people, Wien Premium Concerts are performed by Toyota Master Players, Wien Orchestra, a world-class chamber orchestra formed specially for these performances and comprising mainly members of the Vienna Philharmonic Orchestra and Vienna State Opera. First launched in 2000, the concerts were expanded from 2007, to also include Welcome Seat (free invitations), open rehearsals, and Fureai Concerts (concerts held at elementary, junior high, high, and special needs schools), for the purpose of giving the young future leaders of society access to world-class music.

Achievements

Cumulative number of times the program was held: 17
Cumulative number of concerts and attendance: 124 times and approximately 200,000 attendees (as of April 2019)
(Note: Concerts were canceled in 2021 and 2022 to prevent the spread of COVID-19 and due to border restrictions.)
https://www.toyota.co.jp/jpn/sustainability/social_contribution/society_and_culture/domestic/tomas/



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

Focus

Producing “Petit” Happiness for All During a Pandemic

— Received the Grand Mécénat Awards 2021 —



Toyota Youth Orchestra Camp (March 2021): Online lessons connecting six regional venues

In November 2021, Toyota’s “Producing ‘Petit’ Happiness for All During a Pandemic” activity received the Grand Mécénat¹ Awards at the Japan Mécénat Awards² 2021 sponsored by the Association for Corporate Support of the Arts. Toyota was recognized for leveraging previous activities and conducting this activity while quickly and flexibly responding to social changes as a result of the COVID-19 pandemic. Toyota established its mission of “Producing Happiness for All” in 2020. Freedom of mobility was limited during the pandemic, a social issue people had not experienced before, which resulted in many people rediscovering the joy of mobility. While the word “move” has the meaning of “mobility,” it has yet another meaning of “touching people’s hearts.” Therefore, “Producing Happiness for All” includes the desire to bring excitement to many people.

The first part of such a mission is exploration, where we take a zero-

based approach to thinking about what we can do and then starting from where we can start immediately. The last part is action, where we use new knowledge acquired through the pandemic, such as online distribution, to conduct activities. And rather than being too aggressive in our approach, we have accumulated many small “petit” happiness by utilizing the unique mécénat-like resources of Toyota over a long period. In this way, this last year has been a period of new discoveries from the stereotype of activities only being in the real world, and of many realizations about activities in the post-COVID-19 era.

¹ Mécénat: A French word meaning to create a richer society through the promotion of arts and culture.

² Japan Mécénat Awards: Established in 1991 as a system of awards that recognize mécénat activities of companies and company foundations, the Japan Mécénat Awards 2021 presented the Grand Mécénat Awards and six awards for excellence out of 164 activities certified during 2020.

<https://www.mecenat.or.jp/ja/column/interview/12881>



Net TAM Online Talk Event held five times between July 2020 and January 2021
“Are arts and culture really non-essential and non-urgent?”: Discussions that cross disciplines in the arts industry

About the Logo



Toyota’s aim of enriching the lives of communities includes the “arts in hearts” brand, which inspires emotion in everyone through the power of art, and expresses the tremendous emotional excitement that is created, swells, and gathers like bubbles. The collection of various circles of different sizes, colors, and patterns represents diversity of emotion.

Fundamental Approach

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Harmonious Society and the Environment

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MFA and Traffic Safety

Human Asset Development

Community Co-creation and Volunteer Support

Cultural and Exhibit Facilities

Foundations

Developments in Social Trends and Social Contribution Activities

Italy

Toyota Motor Italy (TMI)

Actively Providing Mobility Solutions as a Contribution to Italian Communities

Overview

During FY2021 and 2022 TMI carried out various initiatives as a contribution to local communities: support to the Italian Red Cross in the period of the COVID emergency, partnership with the Italian Paralympic Committee and Special Olympics to promote an inclusive society, and other initiatives inspired by Start Your Impossible* values.

* Start Your Impossible: A global corporate initiative to share Toyota’s corporate direction throughout the company and to highlight it to wider society and customers. Toyota’s commitment to contribute to improving and enhancing customers’ lives and society as a whole by being there for people and supporting the creation of a society where everyone can challenge their own potential.

Achievements

2021: Toyota-Special Olympics Teambuilding event ‘Be Together’ in Rome
2021: Toyota sponsored the Wembrace event promoted by Beatrice Bebe Vio, Paralympic champion in individual foil
FY2022–FY2023: In partnership with its network of dealers, TMI supplied a fleet of over 100 cars and made cash donations to the Italian Red Cross



(Left) Mr. Pancalli President of the Italian Paralympic Committee, (right) Mauro Caruccio, MD of Toyota Motor Italy

United Kingdom

Toyota Motor Manufacturing (UK)

Proactive Approach to Enhancing On-Site Biodiversity

Overview

Since 2004, Toyota Motor Manufacturing (UK) has been working with The Wildlife Trusts, a nature conservation organization in the UK, to develop a rich wildflower meadow with a range of hedgerows to create an ideal haven for insects, butterflies and other wildlife. In 2007, a nature reserve on site was registered as a “site of biological importance,” and in 2009, TMUK became a founding member of the Trent Valley initiative, creating a biodiversity in wetland habitats. TMUK also has a strategic partnership with the Royal Botanic Gardens, Kew. In addition, recognizing that butterflies are a proven indicator of the health of the environment, approximately 14,500 butterflies were recorded on the green grid hedgerows and meadows across the Burnaston site, more than double the number since the start of activities here.

Achievements

2016–2021: Recorded approximately 14,500 butterflies over 493 observation walks undertaken at the Burnaston site



A meadow at the Burnaston site where records of butterflies are kept

Turkey

Toyota Motor Manufacturing Turkey

Eco-Tour for Children to See, Experience and Feel First-Hand

Overview

Toyota Motor Manufacturing Turkey started an eco-tour activity for children in 2010. The purpose of this activity is for children to learn about the environment and awareness for environmental protection, as well as to raise awareness of TMMT’s efforts as an eco-friendly plant. The tours allow students to see and experience the manufacturing environment first-hand. Students get to watch an original short film on environmental themes, followed by a Q&A session about what they watched. They also play a waste-sorting game to review what they learned during the tour. At the end of the tour, each student is given a completion certificate and each school group is given a pine tree to be planted in the school garden by the children.

Achievements

2010: Eco-tours launched
2011: The program expanded through contributions of environmental volunteers.
Cumulative number of participating students: Approximately 8,000 Sakarya 5th grade students (as of March 2020)



Students on a plant tour

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Protecting and Restoring Habitat in Partnership with NEEF

Overview

The National Environmental Education Foundation (NEEF) is a nonprofit organization whose mission is to make the environment more accessible, relatable, relevant and connected to the daily lives of all Americans.

For more than 25 years, Toyota Motor North America has partnered partners with NEEF to protect and restore habitats across North America.

As an example, for more than 20 years, TMNA has been the national corporate sponsor of National Public Lands Day (NPLD), a large-scale volunteer activity hosted by NEEF, and employees have participated in the activity at various locations. TMNA also funds NEEF’s Biodiversity Conservation Grant program, which supports biodiversity conservation projects on public lands in the U.S., as well as mobility and accessibility projects that help all visitors experience the outdoors.

Achievements

NPLD total participants and volunteer hours: More than 50,000 participants have contributed more than 193,000 volunteer hours
Biodiversity conservation projects: 480,580 non-native species have been removed, and 2,516 native species have been planted



Volunteers gathered on NPLD (2019)

Toyota Eco Youth Project, an Environmental Improvement Education Project for High School Students

Overview

The Toyota Eco Youth Project uses TEY DNA (problem solving methodology) to teach junior and senior high school students about solving environmental issues and motivates them to save the environment. It uses practical methods to raise environmental awareness and cultivate a sense of responsibility among students. UMWT started the initiative in 2001, and TMMIN and TAM launched an Indonesian version of Toyota Eco Youth for high school students in 2005. During the 20th edition of TEY held in 2020–2021, new concepts and programs were introduced, including fully virtual and digital formats. 283 schools participated. Under an overall theme of “Start Your Impossible” focusing on “Mobility for All” with an environmental basis, students proposed various ideas for improving the environment on the theme for the 20th TEY, “Reimagining Mobility.”

Achievements

Cumulative number of participating schools and participants (Malaysia): 2,241 students and 778 teachers from 274 schools (as of December 2020)
Cumulative number of participating schools and participants (Indonesia): 66,536 students and teachers from 1,600 schools (as of December 2021)
Cumulative investment: MYR 7.4 million (as of 2020)



Poster featuring the 20th edition TEY theme “Reimagining Mobility”

Toyota Costa dos Corais (Coral Coast) Project, Contributing to the Conservation of Coastal Ecosystems

Overview

Costa dos Corais, the second largest protected area in the world at 406 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. Since 2011, the Toyota do Brasil Foundation (TBF), which TDB formed in 2009, has invested in the project to support with the objective of Toyota APA Costa dos Corais is to promote the conservation and sustainability of the Environmental Protection Area (APA) Costa dos Corais to protect coral reefs, mangrove areas, all the flora and fauna of the region and also the ecosystems associated with the manatee – the most endangered aquatic mammal in Brazil.

Achievements

2021: Completion of 10-year project (key results below)
Preservation of 8 conservation zones, more than 100 scientific studies, formulation of 2 management plans (zone use guideline), 18 manatees reintroduced to their natural habitat, education of 70,000 local residents and users about the management plans



Manatees returned to their natural habitat

Fundamental Approach

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Harmonious Society and the Environment

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France Toyota France (TFR)

Participation with Local Students in Environmental Event that Crosses Borders and Works toward the Same Goal

Overview

World Cleanup Day is a global event in which more than 20 million people in more than 180 countries volunteer to clean up the Earth on the same day all over the world. For the third year in a row, TFR participated in World Cleanup Day in collaboration with the City of Vaucresson, near Paris. In 2021, over 50 pupils from local schools took part in this event. The objective for them was to clean up the streets of the city but also to increase understanding of how to separate their waste. Amid diverse social circumstances around the world, this event is a challenge to take action together to solve an issue and a chance to learn more about the world.

Achievements

2019–2021: Participated in World Cleanup Day for 3 consecutive years



Picked up litter with more than 50 local students

Vietnam Toyota Motor Vietnam (TMV)

Active Participation with Dealers in Local Environmental Conservation Activities

Overview

TMV has been working on the “Make Schools Green” program for elementary and secondary schools in cooperation with the Ministry of Natural Resources and Environment’s (MONRE) Center for Communication of Natural Resources and Environment. Since 2018, TMV has been engaged in building children’s playgrounds made from recycled tires collected from Toyota dealers. Since 2019, TMV has also partnered with MONRE on the “Everlasting Esteem to Uncle Ho” annual tree-planting festival. This is the national event of tree planting in Vietnam on the occasion of New Year with the attendance of high-ranking Government Leaders, youths, local people and media like Vietnam Television (VTV) aiming to increase public awareness on environment protection. TMV and Toyota dealers have actively supported this event, including hosting the kick-off ceremony for the tree-planting festival.

Achievements

Cumulative number of trees planted in the “Make Schools Green” program: 5,000 (35 schools)
Playground construction: Built approximately 500 m2 of playgrounds in the Khanh Hoa province



A children's playground built in the Khanh Hoa province

Philippines Toyota Motor Philippines (TMP)

Local Environmental Conservation through Tree-Planting and Cleanup Activities

Overview

In 2019, TMP held a National Coastal Clean-up and Mangrove Planting Activity together with volunteers from local dealers, non-governmental organizations (NGO) and local government units (LGU). Over the course of the day, 1,200 sacks of waste were collected and a total of 40,000 mangrove propagules were planted at 35 locations nationwide. Despite the ongoing COVID-19 pandemic, TMP continued its environmental conservation efforts in 2021. In addition to collecting 50 kg of waste during coastal cleanup activities, TMP worked to expand areas of green space such as by planting 20,500 trees consisting of native, fruit-bearing, flowering and mangrove propagules.

Achievements

2019: Held the National Coastal Clean-up and Mangrove Planting Activity together with 1,900 volunteers
2021: Collected 50 kg of waste and planted 20,500 trees as part of coastal cleanup activities



Coastal clean-up activity in Lapu-lapu City, Cebu

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Working with Partners to Promote Environmental Conservation and Marine Pollution Mitigation Initiatives

Overview

Acknowledging the importance of water sources and the impact of deforestation, Toyota Colombia is working with local environmental organization Fundación Natura to restore native forests near Medellín and Bogotá to protect local flora, fauna and water sources, and has been planting trees with employees and partners since 2018.

Since 2020, Toyota Colombia has also been working on cleanup activities designed to enable third parties to approach local communities to adopt a sustainable approach to tourism (two activities held 2020–2021). The program consists of three initiatives: collection of marine litter by boat, picking up beach litter by hand, and underwater cleanup by professional divers, and has been designed to enable dealers and business partners to engage in activities together with their local communities.

Achievements

Cumulative number of trees planted: 16,186 (as of December 2021)

Number of cleanup activity participants, amount of litter collected: About 200 people, about 6 tons (2020–2021)



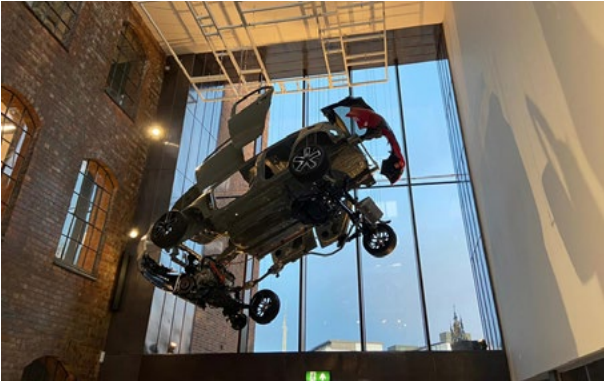
A cleanup activity

High Flying Corolla Hybrid Displayed in the Entrance to the Derby Museum of Making

Overview

Celebrating 300 years of industrial history in the central British city of Derby, the Derby Museum of Making opened in 2021 and showcases the region’s strength as the heart of manufacturing in the United Kingdom. The museum is located in the historic Derby Silk Mill, at the south end of the Derwent Valley Mills—a World Heritage Site where the modern factory has its origins—and includes in its displays the Trent jet engine manufactured by Rolls-Royce.

Toyota Motor Manufacturing (UK) also has an exhibit in the entrance to the museum—an aerial display of a 1.8L Corolla Hybrid. At the heart of the exhibit are photos and stories of the 15 TMUK members who were involved in the 18-month production of the exhibit. They reflect the pride and passion felt by members for *monozukuri* (manufacturing).



Aerial display of a Corolla Hybrid in the entrance to the Derby Museum of Making

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

Overview

Toyota is committed to helping communities and one of the best ways to do this is putting effort into knowledge sharing. Established in Kentucky to give instruction in TPS, TSSC has been supporting other manufacturers, nonprofits and community organizations for 30 years by sharing TPS know-how and helping them find better ways of doing their day-to-day work. Sharing TPS helps Toyota’s partner companies stay competitive, preserve jobs and support more people in need—and that benefits everyone.

For example, in healthcare, the effectiveness demonstrated by TSSC includes reduced COVID-19 vaccine wait times, scaled up production of protective gear, faster disaster recovery and improved food insecurity.

Achievements

Cumulative number of supported companies and organization: More than 450 (as of December 2021)



TPS know-how used to streamline the daily operations of a senior services provider

Fundamental Approach

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● Lexus Creative Masters	South Korea
● Lexus Young Farmers	South Korea
● Supporting a Football Academy in Collaboration with Soriya	Cambodia
Supporting a Robot Competition for University Students	Cambodia
Toyota Classics	Malaysia
Support for Fundación Fuente de Esperanza	Colombia
Application of the Toyota Production System (TPS) to Improve Small and Medium-sized Enterprises	Australia

MFA and Traffic Safety

Human Asset Development

Community Co-creation and Volunteer Support

Cultural and Exhibit Facilities

Foundations

Developments in Social Trends and Social Contribution Activities

South Korea

Toyota Motor Korea (TMKR)

Lexus Creative Masters: A Social Contribution Program for the Development of Human Resources

Overview

The “Lexus Creative Masters” project is a talent fostering social contribution program designed to support new craftsmen and develop a craftsmanship culture. Since its launch in 2017, the project has found hidden masters who focus on their work based on their own beliefs and values. Works selected as finalists are produced and released as “Lexus Editions,” providing the artists support in terms of crafting and sales and promoting the value of craftsmanship to a wider audience. The artwork selected in 2022 based on a theme of “RE-” (meaning regeneration of the Earth) was made using items that are easily thrown away, and reflects concern for the environment and the future.

Achievements

Selected artists: 4 per year (since 2017)

Lexus Creative Masters Editions: 20 works in total



Glass artist, Mr. Park, was a winner in 2021 based on a theme of “VISIONARY”

South Korea

Toyota Motor Korea (TMKR)

Lexus Young Farmers: A Project for the Discovery and Support of Young Farmers

Overview

“Lexus Young Farmers” is a project designed to discover and support young farmers around the country who cultivate agricultural goods using eco-friendly methods with their own values. Under the project, which began in 2018, selected farmers receive mentoring from farming experts, funding for farming development, and assistance in producing promotional materials and selling their produce. Furthermore, CONNECT TO, the culture complex of Lexus in Seoul, uses ingredients supplied by young farmers to create limited seasonal drinks and desserts as a way to maintain a long-term close collaborative relationship with the program.

Achievements

The Lexus Young Farmers project has been working with 16 young farmers, and CONNECT TO sells various limited seasonal drinks and desserts made with mugwort, Korean melon, kale, grapes, etc.



Some of the selected Lexus Young Farmers

Cambodia

Toyota Cambodia (TCAM)

Supporting a Football Academy in Collaboration with Soriya, Invigorating Soccer in Cambodia and SE Asia

Overview

Soriya, which means “sun” in Khmer, was established in Cambodia in 2012 to run a football academy and sports-related activities to benefit orphans and other children. TCAM and Soriya have worked together since its founding to provide more opportunities to Cambodian children through football training. By providing yearly sponsorship, the children can have a better understand of the value of challenge and teamwork, and this also helps build a community and connection among the players as well.

Achievements

Number of regular football clinic held in FY2022: 12

Number of participants in FY2022: About 290



Children and coaches at the football academy

Supporting the Special Olympics	Japan
Forest of Toyota	Japan
Toyota Shirakawa-Go Eco-Institute	Japan
Toyota Mie Miyagawa Forest Project	Japan
Toyota Environmental Activities Grant Program	Japan
Toyota Social FES (TSF)	Japan
Toyopet Fureai Green Campaign	Japan
Toyota Community Concerts	Japan
Toyota Youth Orchestra Camp	Japan
Wien Premium Concerts	Japan
Able Art	Japan
Toyota Lobby Concert	Japan
Net TAM	Japan
Receipt of the Grand Mécénat Awards	Japan
Actively Providing Mobility Solutions	Italy
Proactive Approach to Enhancing On-Site Biodiversity	United Kingdom
Eco-Tour for Children to See, Experience and Feel First-Hand	Turkey
Protecting and Restoring Habitat	United States
Toyota Eco Youth Project	Malaysia/Indonesia
Toyota Costa dos Corais (Coral Coast) Project	Brazil
Participation with Local Students in Environmental Event	France
Participation with Dealers in Local Environmental Conservation Activities	Vietnam
Local Environmental Conservation through Tree-Planting and Cleanup Activities	Philippines
Environmental Conservation and Marine Pollution Mitigation Initiatives	Colombia
High Flying Corolla Hybrid Display	United Kingdom
Sharing the Toyota Production System (TPS) to Help Others Do More with Less and Maximize Impact	United States
Lexus Creative Masters	South Korea
Lexus Young Farmers	South Korea
Supporting a Football Academy in Collaboration with Soriya	Cambodia
Supporting a Robot Competition for University Students	Cambodia
Toyota Classics	Malaysia
Support for Fundación Fuente de Esperanza	Colombia
Application of the Toyota Production System (TPS) to Improve Small and Medium-sized Enterprises	Australia

Supporting Robocon Cambodia, A Competition to Demonstrate the Importance of Creativity and the Wonder of Manufacturing

Overview

Cambodia Robocon Contest is created to encourage, promote, and provide opportunities to students who are studying electricity & mechanism to improve their ability and skill. This is an annual event of Robot Competition, which provides an opportunity for students from different universities to form a team and produce their hand-made robots to participate in both the national and international competition. The competition has played one important role in developing students to become future human resources in the Robot Industry in Cambodia. 2014 was the starting year of the contest, in which TCAM has been the main sponsor.

Achievements

FY2022: 8th contest held at Royal University of Phnom Penh, with about 300 participants



8th Robocon held at Royal University of Phnom Penh

Toyota Classics: A Musical Activity that Helps Solve Social Issues through the Donation of Proceeds

Overview

Fueled by a passion for constant innovation and discovery, the philosophy of Toyota Classics is also the very essence of the human desire to learn and feel more from life. The tagline “Music that Moves Lives” also encapsulates this idea. Over the 30 years since Toyota Classics began in 1990, UMWT has donated all ticket sale proceeds to a foundation championing environment and youth causes. As many as 72 organizations have benefited from the foundation so far, with funds being used effectively in such projects as a mangrove conservation and experience program and an outreach program on the latest technologies for STEM students. It is hoped that this musical activity, which conveys the inherent appeal of music, provides opportunities to learn about music and allows listeners to enjoy a different world view, will continue to reach beyond the stage and touch the lives of many people.

Achievements

Cumulative number of recipients: 72 organizations
Cumulative donations: MYR 9.4 million (as of 2019)
* Canceled during 2020–2021 to prevent the spread of COVID-19



Poster from the Toyota Classics held in 2019

Mobility Solutions for Those with Lower Limb Impairments

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 impairments. 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

Cumulative number of support recipients (cooperation with Fundafe): 9 (as of December 2021)



A person with a new prosthetic leg

Harmonious Society and the Environment

Supporting the Special Olympics	Japan
Forest of Toyota	Japan
Toyota Shirakawa-Go Eco-Institute	Japan
Toyota Mie Miyagawa Forest Project	Japan
Toyota Environmental Activities Grant Program	Japan
Toyota Social FES (TSF)	Japan
Toyopet Fureai Green Campaign	Japan
Toyota Community Concerts	Japan
Toyota Youth Orchestra Camp	Japan
Wien Premium Concerts	Japan
Able Art	Japan
Toyota Lobby Concert	Japan
Net TAM	Japan
Receipt of the Grand Mécénat Awards	Japan
Actively Providing Mobility Solutions	Italy
Proactive Approach to Enhancing On-Site Biodiversity	United Kingdom
Eco-Tour for Children to See, Experience and Feel First-Hand	Turkey
Protecting and Restoring Habitat	United States
Toyota Eco Youth Project	Malaysia/Indonesia
Toyota Costa dos Corais (Coral Coast) Project	Brazil
Participation with Local Students in Environmental Event	France
Participation with Dealers in Local Environmental Conservation Activities	Vietnam
Local Environmental Conservation through Tree-Planting and Cleanup Activities	Philippines
Environmental Conservation and Marine Pollution Mitigation Initiatives	Colombia
High Flying Corolla Hybrid Display	United Kingdom
Sharing the Toyota Production System (TPS) to Help Others Do More with Less and Maximize Impact	United States
Lexus Creative Masters	South Korea
Lexus Young Farmers	South Korea
Supporting a Football Academy in Collaboration with Soriya	Cambodia
Supporting a Robot Competition for University Students	Cambodia
Toyota Classics	Malaysia
Support for Fundación Fuente de Esperanza	Colombia
● Application of the Toyota Production System (TPS) to Improve Small and Medium-sized Enterprises	Australia

MFA and Traffic Safety

Human Asset Development

Community Co-creation and Volunteer Support

Cultural and Exhibit Facilities

Foundations

Developments in Social Trends and Social Contribution Activities

Australia

Toyota Production System Support Center Australia (TSSC-AU)

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

Overview

Following the decision to close its plant at the end of 2017, TMCA looked for ways to contribute to the local community outside of the automotive business. One of the ways was to establish TSSC-AU based on the activities of TSSC in the United States. TSSC-AU members are members that had supported Toyota suppliers, and previously had used TPS to achieve reductions in dispensing times at pharmacies and waiting times for patients at cancer centers. In 2021, TSSC-AU assisted an organization that supports people with impairments (workers requiring assistance). It broke down complex tasks and produced a number of jigs so that the “Brike” bike could be assembled by the workers requiring assistance. The Brike is an electric bike designed specifically for people with impairments and their carers to experience the joy of mobility and riding a bike together.

Achievements

 TSSC-AU: <https://tssc.com.au/>



Workers requiring assistance and one of the Brikes they helped assemble

Fundamental Approach

Highlights

Harmonious Society and the Environment

MFA and Traffic Safety

- Mobile Toilet Project Japan
- Donation of Traffic Safety Educational Materials for Children Japan
 - Traffic Safety Education Using Digital Content Japan
 - Toyota Safety School Japan
 - Toyota Driver Communication Japan
 - Active Driving Course & Nerve Stimulating Exercise Japan
 - Experiential Traffic Safety Program for Special Olympics Athletes Greece
 - Proposals for Future Directions of a Mobility Society Switzerland
 - Traffic Safety Educational Activities including Hands-on Events China
 - Toyota Traffic Safety Education Program Vietnam
 - Toyota Traffic Safety Campaign Vietnam
 - White Road Campaign Thailand
 - Enhancement of TT & RSI in Collaboration with Traffic Police Department India
 - Provision of World-Class Traffic Safety Education to Young People Australi

Human Asset Development

Community Co-creation and Volunteer Support

Cultural and Exhibit Facilities

Foundations

Developments in Social Trends and Social Contribution Activities

MFA and Traffic Safety

MFA (Mobility for All)

Contribution to the SDGs



Fundamental Approach

Toyota’s vision of the future of society is one in which people with impairments, children, the elderly, and everyone else is able to move about at will and with peace of mind. However, traffic accidents are a hindrance to the freedom of mobility. To create a society with zero traffic casualties, we have been providing traffic safety education and our own safe-driving program to help raise driver and pedestrian awareness in Japan since the 1960s. Our overseas affiliates are also implementing initiatives to solve issues in their local areas with the aim of contributing to the realization of a safe and secure mobility society through activities appropriate to the times.

Japan

Toyota Motor Corporation

Mobile Toilet Project Joint Development of a Mobile, Barrier-free Toilet

Overview

One of the reasons why people with impairments, such as wheelchair users, hesitate to go out is that there are not enough barrier-free toilets. In response to this problem, we have developed a mobile barrier-free toilet in collaboration with LIXIL Corporation for the peace of mind of wheelchair users when on outings. The comfortable and hygienic toilets can be installed in vehicles, towed, or carried by truck for easy mobility anywhere. They expand the range of possibilities for outings for wheelchair users, such as participating in various events and watching sport. Going forward, we will exhibit the mobile toilets at a range of events, and incorporate feedback from wheelchair users and their caregivers as we implement ongoing improvements.

Achievements

2020: Installed at the Yokoyama Kitanaka Festival on the grounds of Yokohama City Hall
2021: Installed at Tokyo Paralympic competition venues, etc.



Wheelchair users pleased with the development of the mobile toilet

Japan

Toyota Motor Corporation, nationwide Toyota dealers and affiliated companies

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

Overview

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

Achievements

Number of picture books printed: Approximately 2.16 million (FY2022)
Cumulative number of picture books printed: Approximately 151.55 million (as of FY2022)
Cumulative number of story card sets printed: Approximately 1.71 million (as of FY2020; discontinued in 2020)



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

Mobile Toilet Project	Japan
Donation of Traffic Safety Educational Materials for Children	Japan
● Traffic Safety Education Using Digital Content	Japan
● Toyota Safety School	Japan
● Toyota Driver Communication	Japan
Active Driving Course & Nerve Stimulating Exercise	Japan
Experiential Traffic Safety Program for Special Olympics Athletes	Greece
Proposals for Future Directions of a Mobility Society	Switzerland
Traffic Safety Educational Activities including Hands-on Events	China
Toyota Traffic Safety Education Program	Vietnam
Toyota Traffic Safety Campaign	Vietnam
White Road Campaign	Thailand
Enhancement of TT & RSI in Collaboration with Traffic Police Department	India
Provision of World-Class Traffic Safety Education to Young People	Australi

Traffic Safety Education Using Digital Content

Overview

With increasing digitalization, Toyota is adopting tools that leverage related benefits in its traffic safety education programs as well. In 2020, we launched a comprehensive traffic safety website for children using digital content on Toyota's official website. Called *Toyota Kodomo Kotsu Anzen*, the pages present a variety of situations with warnings to children and their guardians about traffic safety. We also provide ongoing educational material via social media (Twitter, Facebook, etc.) and run an online traffic safety class for elementary schools, which is part of our continuing digitalization of content.



Toyota Kodomo Kotsu Anzen, a comprehensive traffic safety website for children

Toyota Safety School: Locally Established Traffic Safety Class for Children

Overview

The Toyota Safety School, which takes place every year, invites children from kindergartens located in Toyota City, Aichi Prefecture, and near 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, the actual 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. To enable students to continue learning at mobilitas even in the middle of the pandemic, online Toyota Safety School classes were held in 2021 for first and second grade elementary school students in neighboring areas. 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 kindergartens and children participating in traffic safety classes for young children: 3,957 kindergartens and 271,814 children (as of December 2019) (Note: Classes have been canceled since 2020 to prevent the spread of COVID-19.)



Online Toyota Safety School

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

Overview

Toyota Driver Communication is Toyota's own safe-driving program for drivers among the general public and at companies. The program is conducted at the Toyota Safety Education Center “mobilitas” (located at Fuji Speedway), which was opened in 2005 with the aim of completely eliminating traffic casualties. The program, which includes actual driving, helps drivers to learn smooth driving operation and how a vehicle moves. In 2019, an additional program was adopted that enables participants to view their own driving data and Toyota vehicle development drivers to provide participants with advice based on that data. We are also working to provide other opportunities for people to more fully understand cars, to learn the joy of driving cars, and to become a fan of driving itself.

Achievements

Cumulative number of participants: Approximately 166,000 (as of March 2021)



GR Yaris used at safety driving program at mobilitas

Mobile Toilet Project	Japan
Donation of Traffic Safety Educational Materials for Children	Japan
Traffic Safety Education Using Digital Content	Japan
Toyota Safety School	Japan
Toyota Driver Communication	Japan
● Active Driving Course & Nerve Stimulating Exercise	Japan
● Experiential Traffic Safety Program for Special Olympics Athletes	Greece
● Proposals for Future Directions of a Mobility Society	Switzerland
Traffic Safety Educational Activities including Hands-on Events	China
Toyota Traffic Safety Education Program	Vietnam
Toyota Traffic Safety Campaign	Vietnam
White Road Campaign	Thailand
Enhancement of TT & RSI in Collaboration with Traffic Police Department	India
Provision of World-Class Traffic Safety Education to Young People	Australi

Japan

Toyota Motor Corporation, nationwide Toyota dealers and affiliated companies

Active Driving Course & Nerve Stimulating Exercise: A Traffic Safety Program for Elderly Drivers and Pedestrians

Overview

Toyota has been working with local governments and dealers to implement a program that combines the Active Driving Course¹ (improving safe driving ability, safety awareness, and brain function of elderly drivers) with a nerve stimulating exercise² (an exercise that enables people to move the body smoothly just as intended by providing the necessary stimulation to nerves throughout the body).

- ¹ The Active Driving Course is a traffic safety training and brain training program developed by the Japan Automobile Manufacturers Association, Inc. (JAMA) in association with experts in traffic psychology and neuroscience.
- ² The nerve stimulating exercise is an exercise developed by Professor Emeritus Hideo Araki of Tokushima University. The belief is that if 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.

Achievements

July 2020: Traffic safety class for the elderly (Tatsuno City in Hyogo Prefecture and Hyogo Toyota dealers)

November 2021: Online nerve stimulating exercise classes (Nara Prefectural Police and Nara Toyota dealers)



Online nerve stimulating exercise class

Greece

Toyota Hellas (Toyota dealer)

Toyota Hellas (Toyota dealer)

Overview

At the end of 2021, Toyota Hellas partnered with the Aris Stathakis Foundation for Road Safety (StAr) to hold a seminar on traffic education and road safety for Special Olympics athletes at Toyota Hellas. The experiential educational program on pedestrians and cyclists' traffic rules, which ran under Toyota's vision on freedom and safety of movement for all, was designed based on athletes' needs by scientific associates of the Foundation.

Achievements

Number of participants in experiential educational program: 30 Special Olympics athletes (as of December 2021)



Toyota Hellas Special Olympics athletes participating in experiential educational program

Switzerland

Toyota AG (TAG)

Taking on the Challenge of Providing “Mobility for All,” and Proposals for Future Directions of a Mobility Society

Overview

TAG has signed a global partnership agreement with Special Olympics International and, as more than just a supplier of vehicles, is supporting the Special Olympics in Switzerland by providing mobility solutions. Two of Toyota's ambassadors are Fabian Blum and Abassia Rahmani who are Swiss para-athletes competing in the wheelchair track and field events. In the belief that mobility should provide the potential to fulfill dreams, rather than being an obstacle that must be overcome, the company has provided modified vehicles according to the needs of these athletes so that all operations can be carried out by hand. TAG aims to continue working in close cooperation with people to help create a society where everyone can meet their potential.

Achievements

2020: Provided mobility solutions for use at the National Games Villars

2022: Provided mobility solutions for use at the National Games St. Gallen



Fabian Blum, a member of the Swiss Paralympics national squad

Fundamental Approach	
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Harmonious Society and the Environment	
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Mobile Toilet Project	Japan
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Toyota Driver Communication	Japan
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China	Toyota Motor (China) Investment Co., Ltd.
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Traffic Safety Educational Activities Using Hands-on Events, Social Media and Other Channels [China]

Overview

Toyota Motor (China) Investment Co., Ltd. has been holding hands-on traffic safety events in major cities since 2005 to help reduce traffic accidents and damage. In 2015, it produced comics and anime that incorporate traffic safety and etiquette information and submitted them to social media and external video sites in order to raise interest with as many people as possible. In 2021, it launched a new project for children, who are vulnerable road users, to produce an anime series on traffic safety, based on the theme of protecting oneself from dangers, and to distribute it online with the cooperation of the Ministry of Public Security (police). Toyota dealers are holding traffic safety events for families. In collaboration with driving schools, the company is also providing a traffic safety course and hands-on experience.

Achievements (new project in 2021)

Number of traffic safety anime series episodes produced and number of views: 14 episodes and approximately 6.3 million views
Number of online broadcasts and number of views: 2 times and 3.92 million views
Number of dealers holding traffic safety events for families, and number of participants: 470 dealers and approximately 5,000 families
Number of traffic safety courses held at driving schools and number of participants: 3 times and approximately 600 people



Traffic safety anime series

Vietnam	Toyota Motor Vietnam (TMV)
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Toyota Traffic Safety Education Program: Aiming to Improve Safety Awareness Among Children

Overview

TMV cooperated with the Ministry of Education & Training (MOET) and the National Traffic Safety Committee (NTSC) to implement the “Toyota Traffic Safety Education Program” (TSEP). The program focuses on two main activities: provincial exchange and national exchange to provide education that improves safety awareness among elementary school students and teachers. Thanks to the effectiveness of TSEP, the MOET has decided to integrate TSEP’s content into the general curriculum on traffic safety education implemented at elementary schools nationally.

Achievements

Cumulative number of donated books on traffic safety for elementary school students: More than 7.5 million
Cumulative number of donated guidebooks for elementary school teachers: Approximately 129,000
Cumulative number national programs held: 12 programs at 500 schools (as of FY2023)



Teachers attend the teaching seminar at provincial program

Vietnam	Toyota Motor Vietnam (TMV)
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Toyota Traffic Safety Campaign: Helping Reduce the Number of Traffic Accidents in Vietnam

Overview

The Toyota Traffic Safety Campaign is conducted to enhance awareness of traffic safety and ensure safe lives for Vietnam’s people. It also helps reduce the traffic safety accident rate in Vietnam. The campaign includes “The Road Companions,” an annual live broadcast that is produced with cooperation between TMV, the National Traffic Safety Committee (NTSC) and Vietnam Television (VTV). TMV also cooperates with NTSC and the Traffic channel of VOV, the Vietnamese national broadcaster, to broadcast traffic safety messages on the VOV channel. An awards ceremony for the National Traffic Safety Film Festival has also been held every two years.

Achievements

Produced “The Road Companions,” a live broadcast program
Cooperated with VOV Traffic channel to broadcast traffic safety messages
Held awards ceremony for National Traffic Safety Film Festival



TMV representatives being awarded Grand Prix at National Traffic Safety Film Festival

Mobile Toilet Project	Japan
Donation of Traffic Safety Educational Materials for Children	Japan
Traffic Safety Education Using Digital Content	Japan
Toyota Safety School	Japan
Toyota Driver Communication	Japan
Active Driving Course & Nerve Stimulating Exercise	Japan
Experiential Traffic Safety Program for Special Olympics Athletes	Greece
Proposals for Future Directions of a Mobility Society	Switzerland
Traffic Safety Educational Activities including Hands-on Events	China
Toyota Traffic Safety Education Program	Vietnam
Toyota Traffic Safety Campaign	Vietnam
● White Road Campaign	Thailand
● Enhancement of TT & RSI in Collaboration with Traffic Police Department	India
● Provision of World-Class Traffic Safety Education to Young People	Australi

Thailand Toyota Motor Thailand (TMT)

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

Overview

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

In 2020, the campaign was conducted online due to the COVID-19 pandemic, with 706 teams applying and approximately 2,200 students from 102 universities participating. The 10 teams that made it to the final round were each granted 20,000 baht to implement their plans. The winning team was presented with educational equipment and scholarship to the equivalent value of 630,000 baht.

The campaign also started the contest of road safety VTR in 2020. The VTR which receives the most public vote will get an extra 15,000 baht reward.

Achievements

Cumulative number of participating teams: Approximately 4,200
Cumulative number of participating students: Approximately 16,000
(As of December 2021)



Online Campus challenge campaign

India Toyota Kirloskar Motor (TKM)

Collaboration with Traffic Police Department to Strengthen the State-Established Traffic Training and Road Safety Institute and Make it Among the Top Institutes in India

Overview

With the objective of providing road safety training, Traffic Training and Road Safety Institute (TT & RSI) was established in 1975 by the Government of Karnataka. TT & STI offers long-term and short-term courses designed specifically to the target audiences, providing intensive training in areas that include legal studies in addition to accidents. This being the only institute in southern India to cater to the requirements of traffic training, TKM aims to understand the scope for strengthening to make it among the top Institutes in India, with support from the Traffic Police Department.

In phase 1, TKM helped upgrade the infrastructure to enable smooth functioning of the institute, and in the next phase, it conducted a feasibility study to analyze the gaps in realizing the objectives. The findings are being handed over to the department to take over future implementation.

Achievements

FY2021–2022: Phase 1 (supported infrastructure upgrade)
FY2022–2023: Phase 2 (conducted feasibility study)



Cooperation with Traffic Police Department

Australia Toyota Motor Corporation Australia (TMCA)

Cooperation with NPO to Provide World-Class Traffic Safety Education to Young People

Overview

Road Safety Education Limited (RSE), of which TMCA is a major partner, is a not-for-profit organization that has been active in Australia and New Zealand since 2001. RSE is committed to saving lives through the provision of world-class traffic safety education to young people.

At the heart of RSE’s programs lies RYDA – a partnership supporting teachers in a whole school approach. RYDA helps the teachers to provide their students with the tools they need and to encourage them to see themselves as active, responsible road citizens.

RYDA provides workshops that increase students’ understanding of road safety and that give them the tools to take action and stay safe on our roads as both drivers and passengers throughout their lives. The workshops teach students how to develop the right driving attitude and habits.

Achievements

Cumulative number of program participants: More than 685,000
(as of March 2022)



RYDA workshop

Scientific Jack-in-the-Box! Why/What Lectures	Japan
Toyota Future School	Japan
Toyota Technological Institute	Japan
Dream Class for the MIRAI (Future) in Toyota City	Japan
Supporting Leadership Skills	Israel
Strengthening the After-Sales Service System and Steadily Developing Human Resources	Italy
Technical Project Competition	Turkey
Driving Possibilities	United States
Toyota Study Assistance Fund	China
Supporting Quality Education in Elementary Schools	Philippines
Toyota Teach	South Africa



Human Asset Development

Contribution to the SDGs



Fundamental Approach

Based on the belief that each individual is a being with diverse and essential potential, Toyota nurtures such strength and encourages challenges. What we hope to convey through our initiatives is that we can develop human resources with rich spirituality and creativity by cultivating in them the ability to understand the importance of *monozukuri* (manufacturing) and put it into practice. In accordance with this principle, we provide support in occupational and educational areas and implement 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.



Japan

Toyota Motor Corporation

Scientific Jack-in-the-Box! Why/What Lectures: Scientific Workshop Program to Convey the Importance of *Monozukuri*

Overview

Toyota has been addressing the social problem of youth moving away from the sciences by holding a scientific workshop program for children every year since 1996. Aimed at older children in elementary school, the program teaches the importance of *monozukuri* and the joy of science. Volunteer members of the Toyota Engineering Society,* who are employees, serve as instructors of free lectures held at science and other museums, and other facilities, nationwide. Over recent years, we have been providing fun videos incorporating the *karakuri* process, which is used with cars, into the workshop projects. By offering all children the opportunity to learn that anyone can make things, anytime, by using things they have at home, we are increasing interest in the mechanics of cars, boosting interest in *monozukuri*, and promoting creative thinking.

* Toyota Engineering Society: 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

Cumulative number of lectures held: Approximately 500

Cumulative number of participants: 34,000

Cumulative number of workshop videos: 4 (as of March 2022)

<https://www.toyota.co.jp/nazenani/#rec>



Assembling two-legged walking robots

Japan

Toyota Motor Corporation, nationwide Toyota dealers

Toyota Future School (Previously Toyota First Experience Program): A Traveling Classroom Conveying Toyota's Initiatives for the Future

Overview

In the spring of 2021, the Toyota First Experience Program, which was launched in 2008 as a traveling classroom for children all around Japan, was relaunched as Toyota Future School. Held in collaboration with Toyota dealers across Japan, the new program enables participants to experience the importance of the global environment and the philosophy of the SDGs in a traveling classroom format where we introduce Toyota's initiatives for the future to the children who will lead that future. Targeting fourth to sixth graders in elementary school, the program provides a fun, hands-on learning experience as part of science or social study classes, with lessons on such subjects as carbon neutrality, engagement with the economy, and programming. The aim of this activity is to encourage children to start thinking about creating the future together with Toyota.

Achievements

Number of classes and participants: 414 classes and approximately 21,000 students (FY2020)

Cumulative number of classes held and participants: 4,190 classes and approximately 210,000 students



Learning about the future mobility society through programming

Scientific Jack-in-the-Box! Why/What Lectures	Japan
Toyota Future School	Japan
● Toyota Technological Institute	Japan
● Dream Class for the MIRAI (Future) in Toyota City	Japan
● Supporting Leadership Skills	Israel
Strengthening the After-Sales Service System and Steadily Developing Human Resources	Italy
Technical Project Competition	Turkey
Driving Possibilities	United States
Toyota Study Assistance Fund	China
Supporting Quality Education in Elementary Schools	Philippines
Toyota Teach	South Africa

Japan Toyota Motor Corporation

Toyota Technological Institute: Cultivating International Industrial Leaders

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. On the 30th anniversary of its opening, TTI started planning to renew its campus in 2011, with the work of creating a futuristic science and technology campus being completed in the summer of 2020.

Achievements

Cumulative number of general students who have gained employment: 1,351*

Cumulative number of adult students who have graduated: 1,535*

* In both cases, the total numbers of bachelor's and master's degree (as of March 2022)

<https://www.toyota-ti.ac.jp/english/>



New campus of Toyota Technological Institute

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

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

Overview

The JFA Kokoro Project is a collaborative initiative of the Japan Football Association and 103 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 WorldSkills Competition participants visit elementary schools and give lessons as “dream teachers.” Due to COVID-19, this project is continuing online. When visiting schools, the dream teachers first conduct gymnasium-based activities such as playing games that set goals for all class members. Then, in the classrooms, they lead a discussion using a Dream Curve* to convey how wonderful it is to have a dream as well as the importance of continuous effort and teamwork.

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

Achievements

Cumulative number of schools visited and classes held (Toyota City):

293 schools and 621 classes

Number of dream teachers dispatched from Toyota: 269 (sports team members, individual athletes, WorldSkills Competition athletes, etc.)

Number of dream teachers dispatched from the Toyota Group: 34 (as of March 2022)



Online lesson given by Miumi Matsuzoe, bronze medalist at the 2019 WorldSkills Competition

Israel Union Motors

Supporting Technological Excellence and Leadership Skills for Students in Grades 5–12

Overview

In 2021 Union Motors granted Appleseeds a three-year innovation grant to develop a digital program to serve thousands of students a year. The program entitled, Net@ will provide a digital youth movement experience for students who have no access to after school activities. The children will have the opportunity to acquire theoretical and practical knowledge in programming, graphic design, marketing, computer technician skills, app development and more, while developing interpersonal and professional skills that will help them open doors for new employment opportunities. The learning content and structure of the program are also offered to other organizations to enhance the lives of an even greater number of youths.

Achievements

Program offered to more than 2,000 students

Virtual sub school opened, offering the program to 200 students

Net@ program developed to serve as a platform for youth

technology skilling across Israel (2021)



Many young people are participating in the Net@ program

Scientific Jack-in-the-Box! Why/What Lectures	Japan
Toyota Future School	Japan
Toyota Technological Institute	Japan
Dream Class for the MIRAI (Future) in Toyota City	Japan
Supporting Leadership Skills	Israel
Strengthening the After-Sales Service System and Steadily Developing Human Resources	Italy
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Supporting Quality Education in Elementary Schools	Philippines
Toyota Teach	South Africa

Strengthening the After-Sales Service System and Steadily Developing Human Resources through the Toyota Technical Education Program

Overview

Addressing safety and environmental protection helps promote the latest automotive technology in the market. Maintaining performance also requires comparable service technology in the aftermarket.

More than 13,000 students from schools accredited in the Toyota Technical Education Program (T-TEP) across 16 regions in Italy are taking part in the global program launched by TMI in 2015. In November 2021, the 20th T-TEP-accredited school was opened in Rome. Between 2020 and 2021, the program saw the start of a new training project, T-TEP 2.0, which utilizes the latest generation of hybrid drive systems as teaching materials.

Achievements

2015: Launch of the global program
 2021: 20th T-TEP-accredited school opens in Rome
 2021-2022: New training project, T-TEP 2.0, implemented



Inauguration ceremony of the T-TEP school in Rome (November 2021)

Technical Project Competition Nurturing Student Imagination

Overview

In 2005, TMMT launched the Technical Project Competition for junior high school and high school students. So far, as many as 6,000 students have entered the competition with a variety of projects.

In the competition held in Sakarya, students select a project theme from either the “Environment” or “Automation” category and undertake six months of field research and experiments before preparing a report. The best rated projects are then publicly recognized at an awards ceremony. This initiative is one of the CSR projects aligned with the SDGs, and helps nurture student imagination.

Achievements

Cumulative number of participating students: More than 6,000 (as of the end of FY2021)



Students together with their environment-themed project

Driving Possibilities: Commitment to Youth Educational Inequality Reforms/Career Readiness and Local Communities

Overview

“Driving Possibilities,” which was announced in March 2022, is a USD 110 million long-term Toyota USA Foundation initiative funded by TMNA and Toyota Financial Service (TFS). Modeled after its predecessor STEM school, also by Toyota, Driving Possibilities leverages Toyota’s experience and networks from the various social initiatives it has rolled out across the United States for more than 60 years to create a comprehensive strategy collaborating with academia, NPOs and the community. The aim is to create innovative educational programs and improve access to opportunities, preparing youth for high-demand careers while addressing various social needs that impact learning. The initiative will support and develop communities around Toyota’s operational bases in the U.S. that are facing the problem that is educational inequality



A teacher guiding students at the West Dallas STEM school that achieved early success

Fundamental Approach

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Harmonious Society and the Environment

MFA and Traffic Safety

Human Asset Development

Scientific Jack-in-the-Box! Why/What Lectures

Japan

Toyota Future School

Japan

Toyota Technological Institute

Japan

Dream Class for the MIRAI (Future) in Toyota City

Japan

Supporting Leadership Skills

Israel

Strengthening the After-Sales Service System and Steadily Developing Human Resources

Italy

Technical Project Competition

Turkey

Driving Possibilities

United States

● Toyota Study Assistance Fund

China

● Supporting Quality Education in Elementary Schools

Philippines

● Toyota Teach

South Africa

Community Co-creation and Volunteer Support

Cultural and Exhibit Facilities

Foundations

Developments in Social Trends and Social Contribution Activities

China

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

Toyota Study Assistance Fund: More than 15 Years of Wide-Ranging Support for High-Achieving Students

Overview

In 2006, TMC, Toyota Motor (China) Investment (TMCI) and China Soong Ching Ling Foundation (CSCLF) jointly established the CSCLF Toyota Study Assistance Fund to support high-achieving Chinese students who face financial hurdles to entering university or pursuing graduate degrees. For over 15 years since then, the fund has continued to support 10 students per school at 26 schools. 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. To provide networking opportunities, an online community that includes students, graduates, CSCLF and Toyota was also established. Since 2020, however, amid the global spread of COVID-19, as students have been unable to visit Japan, student activities are being held via a new online format.

Achievements

Cumulative number of students receiving assistance: Approximately 3,000



Students during a visit to Japan (at the Toyota Commemorative Museum of Industry and Technology, 2016)

Philippines

Toyota Motor Philippines Foundation (TMPF)

Supporting Quality Education in Elementary Schools Matched through the School Support Program

Overview

The Adopt-A-School Program is a partnership program (adoption program) run by the Philippine Department of Education which matches schools looking for support with companies and communities that are interested in supporting them. TMPF continues to provide support to its matched school, Pulong Sta. Cruz Elementary School (PSCES), which is located in Santa Rosa City, Laguna. In 2019, PSCES transformed into a digital school via a computerization project. TMPF provided laptops, printers, learning materials and training materials for teachers, and also upgraded the communication environment. In addition, TMPF is also continuing to support the provision of quality education, such as through refurbishment of the school’s library.

Achievements

Since 2019: Supporting PSCES
2020: 46 computers donated to teachers to support the transition to modular learning and facilitate online classes amid the COVID-19 pandemic
Hygiene products and 4,000 learning modules donated for preschoolers and first/second graders



PSCES Digital School Unveiling Ceremony

South Africa

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

Toyota Teach: Supporting Enhanced Primary Education

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

Number of supported schools: 28
Number of people supported: 18,152 students and 476 teachers (as of October 2021, for the past nine years)



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

● Toyota Volunteer Center	Japan
● Restoration Support for Regions Damaged by the Great East Japan Earthquake	Japan
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Employee Volunteer Program "ICARE"	India
Providing Relief Donations and Aid	Japan and Oversea



Community Co-creation and Volunteer Support

Contribution to the SDGs



Fundamental Approach

As a member of local communities, Toyota must apply itself to helping solve local issues. It is also important that we utilize our own resources, including technologies and know-how, to create a better society hand-in-hand with local communities. Toyota supports employees' participation in volunteer activities undertaken on their own initiative and seeks to establish local communities where people support one another. In Japan, we work with our dealers and Group companies to conduct initiatives that address various issues surrounding local communities in four key fields: environment, disaster relief, social welfare, and sports.



Toyota Volunteer Center: Creating Opportunities for Employees to Participate in Volunteer Activities

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’m interested in volunteering, but the barriers seem high and I haven’t gotten involved,” to participate in activities held by local organizations. It also conducts voluntary programs and provides a forum for simple volunteer activities that can be completed at home, creating opportunities for employees to become active in volunteerism. Since 2018, we have made September our accessible volunteer month during which we offer activities to learn about, participate in, and expand volunteerism. In 2021, all of our sites held food drives as an initiative to reduce food loss.

Achievements

Number of employees participating in volunteer activities:

Approximately 30,000 (2021)

Number of employees participating in food drives: Approximately

2,800 (2021)



Donations to organizations delivering food to *Kodomo Shokudo* (Children's Cafeteria) venues and poor or needy people (food drives)

Restoration Support for Regions Damaged by the Great East Japan Earthquake

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. Currently, we are not providing volunteers due to the spread of COVID-19, but we plan to recommence these activities when the issue is resolved.

Achievements

2011–2012	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.
Since 2013	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.

Community Co-creation and Volunteer Support

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Sharing Kimchi with Love	South Korea
Employee Volunteer Program "ICARE"	India
Providing Relief Donations and Aid	Japan and Oversea

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

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

Number of cafeterias participating in the program across all domestic plants and offices: 76
Total value of donations in FY2022: Approximately 2.3 million yen (equivalent to approximately 110,000 school lunches)
Cumulative value of donations: Approximately 29.8 million yen (as of February 2022)

 <https://www.tablefor2.org/>



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

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

Overview

Committed to conserving local forests, volunteers first gathered in Toyota City, Aichi Prefecture, in 2000 to begin forest maintenance activities such as cutting underbrush and pruning. 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 the Forestry Section of Toyota City to work on collaborative forestry activities in city-owned forests. With the participation of employees and Toyota Group companies as well, this activity is raising awareness of the functions of forests.
Thinning operations that keep forests in a healthy condition also immerse the participants in nature and contribute to their health and well-being.

Achievements

Cumulative number of events and participants: 667 times and 6,436 people
Cumulative number of trees thinned in planted forests: 9,329 trees (as of February 2022)



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

Program for Hearing Impaired Children: Deepening an Understanding of Cars and *Monozukuri* Through Interaction with Employees

Overview

As a part of our community contribution activities undertaken for nearly 50 years, we invite students of schools for the hearing impaired in Aichi, Mie, Gifu, and Shizuoka prefectures to visit Toyota Kaikan Museum to deepen their understanding of cars and *monozukuri* (manufacturing). The program includes an explanation of work by Toyota employee who graduated from schools for hearing impaired and the opportunity to learn how cars are made. The aim of creating these opportunities is to foster interest in cars and dreams for the future.

Achievements

Number of participating students: 89 (FY2022)
(Note: Held online in FY2022)
Cumulative number of times program held: 48 (as of FY2022)
Cumulative number of participating students: Approximately 4,275



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

Fundamental Approach

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Harmonious Society and the Environment

MFA and Traffic Safety

Human Asset Development

Community Co-creation and Volunteer Support

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Cultural and Exhibit Facilities

Foundations

Developments in Social Trends and Social Contribution Activities

Spain Toyota España, S.L.U. (TES)

Collecting 50,000 Meals' Worth of Food for Disadvantaged People

Overview

From February to May 2020, TES and Toyota dealers collected 10 tons of food (50,000 meals' worth) in support of disadvantaged households. This support activity aimed to partially alleviate difficulties faced by households during a period of great hardship. Distribution of the food collected was carried out through the Spanish Federation of Food Banks (FESBAL), an NGO that brings together the 55 Food Banks throughout Spain, and supports over 1.5 million people. Support activities are ongoing, and they are continuing to accept donations online. In this way, people in need of support will be able to receive food without reliance on specific campaigns or initiatives.

Achievements

2020: 50,000 meals' worth of food collected



Large amount of food collected by Toyota dealers

Spain Toyota España, S.L.U. (TES)

Providing Spain's Civil Protection Organization with Vehicles for Support Activities during the Spread of COVID-19

Overview

In 2020, when COVID-19 began to spread globally, TES joined the nationwide campaign called #YoCedoMiCoche ("I offer my car"), providing vehicles to hospitals, town halls, and public and private entities in collaboration with local police, city councils and other government administrations and public services. Civil Protection volunteers and other organizations used the supplied vehicles to address various needs arising from the health emergency, from the transfer and distribution of food and medical supplies to support for patient transport vehicles.

Achievements

2020: 70 vehicles provided over three months



Vehicles provided were used for transfer and distribution of food and medical supplies

Germany Toyota Deutschland GmbH (TDG)

Rapid Support in Rescue Efforts for Victims of Torrential Rains and Flooding

Overview

In July 2021, large-scale flooding occurred in the vicinity of TDG, damaging roads, bridges and highways, significantly impacting other infrastructure, and leading to the loss of many lives. While many people, including some TDG employees, lost their homes and possessions, TDG was prompt in launching support activities in cooperation with Toyota Financial Services (TFS), Toyota Insurance Service (TIS) and local retailers.

Achievements

Provided 100 courtesy cars to customers in the affected areas
TFS offers a deferral of the loans for affected customers
TIS helps unbureaucratically with claims processing
TDG employees set up a platform "Employees Help Each Other" and launched a donation campaign to support affected co-workers



Volunteer employees helped to clean up devastated areas

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Georgia

Toyota Caucasus (TCA)

Helping to Raise Awareness among the General Public through Social Contribution Activities Continued through the COVID-19 Pandemic

Overview

Even while faced with various difficulties due to the pandemic, TCA provided support where it was needed. Toyota contributes to the future are based on realization of the concept “Start Your Impossible” and to realize a society living in harmony with environment. Regarding realization of the concept “Start Your Impossible,” in Georgia, TCA has been involved in a parasport skiing tournament, which reflects that spirit, and initiatives for veterans with impairments, including summer camp sports and support for an active lifestyle.

In regard to other initiatives related to environmental challenges, Toyota took part in the Green Business Forum and gave its support to a competition for bloggers. Such events and contests, that gain much attention on social media, both share information but also have an educational aspect, as they result in raising awareness of the general public.

Achievements

February 2021: Support for a parasport skiing tournament

September 2021: Contest for the best article about plastic pollution

November 2021: Amateur football tournament for journalists



Parasport skiing tournament held in February 2021

Poland

Toyota Motor Manufacturing Poland (TMMP)

Contributing to the Community through Volunteer Activities

Overview

In 2009, a TMMP established a volunteer program called “PoMOC z Toyoty” (Support from Toyota). Through these activities, our employees contribute to community development by involvement in local organizations and institutions including schools, sports clubs, and orphanages. The Volunteer Club Council, launched by a group of active volunteers, plans company-wide volunteer activities and shares experiences and good practices. The most committed volunteers, who took part in at least two actions in the previous year, are specially honored by the factory’s management at a dedicated meeting during which special volunteer badges are given to them.

Achievements

Volunteer activities in 2021: 40

Cumulative volunteer activities: over 400 (as of December 2021)



Employees and family members participating as volunteers

Czech Republic

Toyota Motor Manufacturing Czech Republic (TMM CZ)

Donating IT Devices to Support Kindergartens and Elementary Schools

Overview

In 2021, TMM CZ donated laptops, overhead projectors and other IT devices to kindergartens, elementary schools and the Centre for the Integration of Foreigners in Kolín, east of the capital Prague. The donation of the devices is to support education which is one of our priorities. The donated equipment will serve seven facilities, play clubs, clubs in the after-school sector and language teaching. TMM CZ re-formatted IT equipment no longer in use and donated it to schools during the COVID-19 pandemic, as schools had to switch to online lessons. It also donated over 26,000 euro towards the purchase of IT equipment needed by 25 children at a new kindergarten.

Achievements

2021: Over 26,000 euro donated to a new kindergarten



TMM CZ donated IT devices to Kindergartens and elementary school

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France Toyota France (TFR)

Sharing the Joy of Sports with Young Athletes Participating from a Young Age

Overview

Enjoying sport from a young age aids development of motor functions and forms the basis of participation in various sports. In September 2021, as part of a partnership between TFR and Special Olympics France, over 20 employees from TRF and Toyota Financial Services France took part in a solidarity event at a local gymnasium alongside Special Olympics Young Athletes, aged 4 to 7 years old. On this occasion, employees had the chance to share the joy of sports with all children: running, kicking and throwing, and at the same time, increased their awareness about the abilities of children with mental impairments.

Achievements

September 2021: Participating in an event in solidarity with young athletes



Many Toyota employees took part in an event in solidarity with young athletes

Belgium Toyota Motor Europe (TME)

Pro-Bono Volunteering Program by TME Employees

Overview

TME took part in various volunteer activities. In July 2021, when flooding occurred in Belgium, volunteer employees went to flood-stricken areas, helping with the clean-up, and supporting emotionally by listening and encouraging. Other members supported an orphanage in the flood area to help clean windows. Tree planting activities are an effective way to show community that we need a greener earth. It also encourages individuals and communities to save the environment and helps to reduce our carbon footprint. It is an activity that unites society in building a better world.

Achievements

July 2021: Volunteers help cleaning up and listening/comforting people, also cleaning up at an orphanage in a devastated area
February 2022: A group of volunteers planted 420 trees in support of Zevenbergen Emmaus, an organization providing care and housing to people with severe impairments



Support activities in flood-stricken areas in July 2021

United States Toyota Motor North America (TMNA)

Using Our Knowledge and Experience to Give Back to Society through Volunteer Activities

Overview

Toyota Motor North America (TMNA) team members are passionate about serving the community, sharing their time, knowledge, and skills to improve educational outcomes, address critical needs, and increase access to opportunities. TMNA actively encourages and incentivizes volunteer efforts and donations through a program called Toyota4Good. The program matches team member donations, provides grants for volunteer hours, and awards special grants for board service with nonprofit organizations. TMNA team members are giving back to society in various ways, including mentorship, assisting with reading skills, teaching financial literacy, developing leadership skills and assisting with STEM curriculum.

Achievements

Matched team member donations: 3.9 million dollars (2021)
Grants awarded for board service: 96



Created food assistance packages as part of COVID-19 relief efforts

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South Korea	Toyota Motor Korea (TMKR), Toyota and Lexus dealers
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Sharing Kimchi with Love

Overview

Sharing Kimchi with Love is a social contribution program launched in 2012, whereby Toyota weekend farmers, selected through application, make kimchi with their homegrown vegetables to donate to the underprivileged. Employees of Toyota Motor Korea also attend the event every year to make kimchi and deliver it to a social welfare corporation. The event was expanded in 2021 as part of the Best In Town activity, and 317 employees from 16 Toyota and Lexus dealers around the country attended to make kimchi, which was delivered to orphanages and community centers in each region.

Achievements

2019: 50 million won donated to the Korea Federation of Agricultural Leaders Federation
November 2021: Employees made 3,800 kg of kimchi to donate to nine social welfare organizations, including the homeless center Anna's House
Cumulative volunteer participants: over 1,177 (as of December 2021)



Employees who took part in Sharing Kimchi with Love

India	Toyota Kirloskar Motor (TKM)
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Employee Volunteer Program “iCARE”

Overview

TKM established iCARE (I, Community Action to Reach Everyone) in 2017 to encourage employees to engage with the community on a range of social issues and to give them greater purpose. TKM hopes to enhance its social impact by integrating iCARE into all CSR endeavors, and by making iCARE a more sustainable program. In FY2022–2023, activities were conducted online, TKM built a repository for people with visual impairments, and undertook educational initiatives aimed at raising awareness among volunteers about visual impairment. We also continued with environmental initiatives such as Green Home Audit and the Virtual Bio Tour of TKM's ECO park.

Achievements

Cumulative events (FY2018–2021): 22 (with over 62,000 support recipients)
*Events were conducted online in FY2022-2023
<https://www.youtube.com/watch?v=hMdRCrDPmIE>



Sharing iCARE activities online

Japan and Overseas	Toyota Motor Corporation
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Providing Relief Donations and Aid after Natural Disasters in Japan and Overseas

Overview

When a major natural disaster occurs, Toyota undertakes recovery activities with protecting human life and recovery of the affected area as its highest priorities. In Japan, we accurately assess the damage in the affected region and respond as quickly as possible, providing relief donations and aid to organizations, such as the Japanese Red Cross Society, Central Community Chest of Japan, and Japan Platform, to ensure that support is provided to people suffering as a result of the disaster. Overseas, we work through our local affiliates to gain an understanding of the level of damage. Then, as “One Toyota” in combination with regional headquarters, affiliates, and distributors, we make donations from Japan to local Red Cross agencies, UNICEF, and others.

Achievements

Overseas	
February 2018:	Eastern Taiwan earthquake
October 2018:	Central Sulawasi earthquake in Indonesia
November 2019:	Extreme bushfires in Australia
January 2022:	Large-scale eruption and tsunami in Tonga
Japan	
March 2011:	Great East Japan Earthquake
April 2016:	Kumamoto Earthquake
July 2018:	Flooding in western Japan
September 2018:	Hokkaido Eastern Iburi earthquake
September 2019:	Typhoon No. 15
October 2019:	Typhoon No. 19
July 2020:	Record-breaking torrential rains and floods in Japan
February 2021:	Underwater earthquake in Fukushima Prefecture

Fundamental Approach

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Harmonious Society and the Environment

MFA and Traffic Safety

Human Asset Development

Community Co-creation and Volunteer Support

Cultural and Exhibit Facilities

- Toyota Automobile Museum Japan
- Toyota Kaikan Museum Japan
 - Sakichi Toyoda Memorial House Japan
 - Toyota Kuragaike Commemorative Hall Japan
 - Toyota Commemorative Museum of Industry and Technology Japan

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Developments in Social Trends and Social Contribution Activities



Cultural and Exhibit Facilities



Fundamental Approach

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.



Japan

Toyota Motor Corporation

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

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. Including the Automobile Culture Showroom with about 4,000 exhibits on display, and the Japanese History of Car Making showroom (opened in spring 2022) explaining the history of the automobile industry in Japan, the museum offers a multifaceted learning experience for visitors. Its aim is to develop an automobile culture through original exhibits held three times a year, classic car festivals, programs targeted at schools, and various other events.

Established: April 1989
Location: 41-100 Yokomichi, Nagakute City, Aichi Prefecture
<https://toyota-automobile-museum.jp/en/>



Japan

Toyota Motor Corporation

Toyota Kaikan Museum: Displaying Toyota's Vision and State-of-the-art Technologies

Overview

The Toyota Kaikan Museum is a corporate exhibition hall where you can see the current efforts of Toyota Motor Corporation aiming to "produce happiness for all."Introducing Toyota's various initiatives such as the latest environmental and safety technologies, mobility, and social contribution activities with videos, exhibits, and hands-on exhibits. There is also a large number of new cars on display at all times allowing you to sit behind the wheel. The Museum also provides fifth graders with an online class on car manufacturing as part of social contribution activities.

Established: November 1977
Location: 1 Toyota-cho, Toyota City, Aichi Prefecture

http://www.toyota.co.jp/en/about_toyota/facility/toyota_kaikan/



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Japan Sakichi Toyoda Memorial House Preservation Society (comprised of 20 companies including Toyota Motor Corporation)

Sakichi Toyoda Memorial House: Introducing the Life Story of Sakichi Toyoda, Major Contributor to the Development of the Japanese Industry

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 Non-Stop Shuttle Change Toyoda Automatic Loom, Type G, patent certificates, and other precious items. Additionally, a movie depicting Sakichi's life helps visitors intimately feel and experience his ambitions and passion.

Established: October 1988
Location: 113-2 Yamaguchi, Kosai City, Shizuoka Prefecture
<https://global.toyota/en/company/profile/museums/sakichi>



Japan Toyota Motor Corporation

Toyota Kuragaike Commemorative Hall: Introducing the History of Toyota Through Video and Other Media

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 Kuragaike Art Salon holds a permanent exhibit centered on artworks owned by Toyota.

Established: September 1974
Location: 250 Ikeda-cho Minami, Toyota City, Aichi Prefecture
http://www.toyota.co.jp/en/about_toyota/facility/kuragaike/



Japan 17 Toyota Group companies

Toyota Commemorative Museum of Industry and Technology: Conveying the Importance of Monozukuri to the Next Generation

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. The museum was established to broadly convey the value of the spirit of being studious and creative as well as the importance of *monozukuri* (manufacturing). The museum also 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.

Established: June 1994
Location: 4-1-35, Noritake Shinmachi, Nishi-ku, Nagoya City, Aichi Prefecture

<https://www.tcmiit.org/english/>



- The Toyota Foundation

Japan and Overseas
- Toyota Female Engineer Development Foundation

Japan
- Toyota Mobility Foundation

Japan and Overseas
- Toyota Deutschland Foundation

Germany

Foundations

Fundamental Approach

Toyota Foundations contribute to long-term, broad-ranging social activities as they take on issues to respond to current needs and provide support and aid for those activities.

The Toyota Foundation: Globally Supporting NGO/NPO Activities and the Work of Young Researchers

Overview

The Toyota Foundation was established in 1974 to support programs and research that seek solutions to problems according to the specific needs of the times from a global perspective. The foundation currently conducts a variety of support programs. These include its domestic grant program of support for activities that create social services and develop human resources in Japan and local communities; its international grant program of support for mutual learning and policy suggestions related to issues such as aging populations and cultural diversification and other issues common to Japan, East Asia, and Southeast Asia; and its research grant program of support for mostly young researchers implementing initiatives that transform social systems based on freedom of ideas that extend beyond existing frameworks.

Achievements

Cumulative number of grants: 8,330

Cumulative value of grants: 19.922 billion yen (as of March 2022)

<https://www.toyotafound.or.jp/english/>



Distribution of organic vegetables to poor communities in urban areas (Manila, Philippines)

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

Toyota Female Engineer Development Foundation: Supporting Female Students to Pursue Engineering Careers

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

FY2022 results of the science and engineering career presentation program (targeting high school students)
Cumulative number of participating schools and students in on-site courses (face-to-face and remote): 5 schools (mainly in Aichi Prefecture) and 800 students (male and female)
Scholarship program (targeting female university students majoring in science) as of January 2022
Provided scholarships to a cumulative number of 790 students at 93 universities



Toyota Female Engineer Development Foundation (website home page)

The Toyota Foundation	Japan and Overseas
Toyota Female Engineer Development Foundation	Japan
● Toyota Mobility Foundation	Japan and Overseas
Toyota Deutschland Foundation	Germany

Japan and Overseas

Toyota Mobility Foundation (TMF)

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

Overview

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.

<https://toyotamobilityfoundation.org/en/>

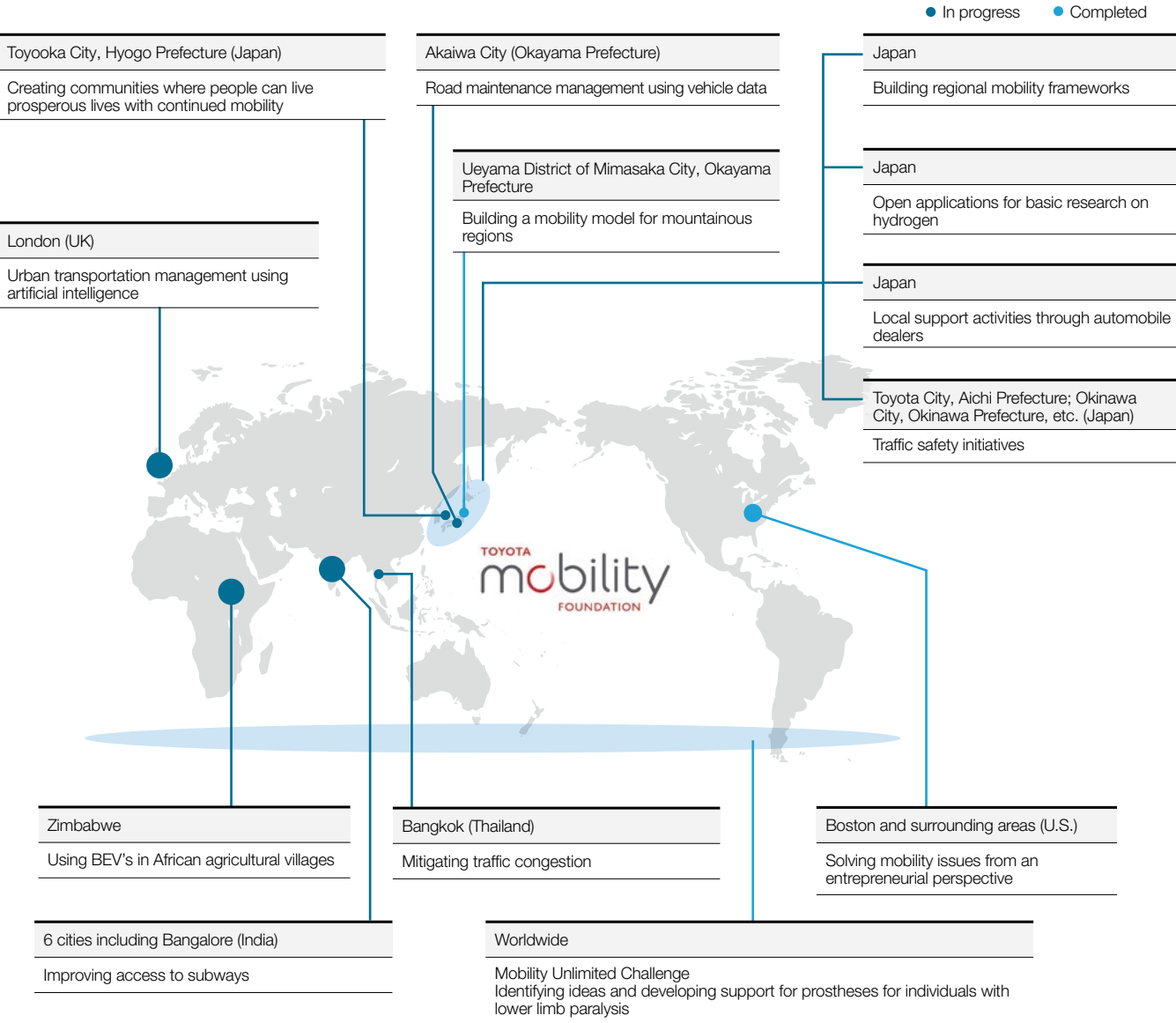
Focus Africa (Zimbabwe)

Supporting an NPO That Is Working to

Improve the Lives of Rural Women



In rural areas of Zimbabwe, it is the women who do the heavy work, including walking more than 10 kilometers every day to fetch water for daily living. TMF is providing support to an NPO that is working to improve the lives of such women. For some time, the NPO has been providing communities of women with locally-assembled three-wheeled electric vehicles on a shared basis, with solar power used to recharge the batteries. In addition to the daily activity of fetching water, the vehicles helped the women with other daily mobility requirements such as carrying farm produce to market. TMF is also contributing by developing an efficient sharing mechanism that uses an app for booking and managing travel of the vehicles, and by enlisting the support of the local Toyota distributor to create safe and healthy work environments where the three-wheeled vehicles are assembled and maintained.



Foundations

The Toyota Foundation	Japan and Overseas
Toyota Female Engineer Development Foundation	Japan
Toyota Mobility Foundation	Japan and Overseas
● Toyota Deutschland Foundation	Germany

Germany

Toyota Deutschland Foundation

Toyota Deutschland Foundation Supports the Creation of Frameworks for Addressing Local Issues

Overview

Established in 1974 in Japan, the Toyota Foundation has established Toyota-affiliated foundations in nine other countries overseas to support the creation of frameworks for addressing local issues. Toyota Deutschland Foundation was established in 1994 and over the years it has provided approximately 500,000 euros in grants to more than 90 projects. In line with Toyota's mission statement, the foundation's goal is to more living with a sense of social responsibility and promote public spirit. Since 2005, Toyota employees have been actively involved in the selection process as project sponsors: They can submit proposals for funding and vote on the projects and institutions to be supported in a selection process.

Achievements

Cumulative number of supported projects: 90
Cumulative value of grants: 500,000 euros (as of 2019)



Groups selected as grant recipients

Developments in Social Trends and Social Contribution Activities

Note: Italics indicate global trends

Toyota's major social contribution activities		Year	1960s through 1970s			1980s			1990s		
Social trends (Japan)	Toyota Traffic Safety Campaign started	1969	Period of Rapid Growth—Pollution Problems	Economic Bubble—Environmental Problems			Bursting of Economic Bubble				
	Toyota Summer School started	1973									
	Program for Hearing Impaired Children started	1974									
	The Toyota Foundation established	1975									
	Toyota Kuragake Commemorative Hall opened	1976									
	Toyota Safety School started	1979									
	Toyopet Green Campaign started	1981									
	Toyota Technological Institute opened (graduate school established in 1984, and Chicago campus in 2003)	1985									
	Toyota Youth Music Camp (the current Toyota Youth Orchestra Camp) started	1987									
	Toyota Music Library opened	1989									
	Toyota Young Drivers Communication started (the current Toyota Drivers Communication)	1990									
	Sakichi Toyoda Memorial House opened	1991									
	White Road campaign in Thailand started	1992									
	Corporate Citizenship Activity Committee established	1993									
	Toyota Automobile Museum opened	1994									
	Toyota joined the Keidanren One Percent Club	1995									
Toyota Family Learning Program started in the U.S.	1996										
Classic Car Festival started											
Toyota Teach educational program in South Africa started											
Toyota Volunteer Center established											
Toyota Commemorative Museum of Industry and Technology opened											
Basic Principles and Policies of Social Contribution Activities established											
Toyota Lobby Concert commenced											
Scientific Jack-in-the-Box! The Why/What Lecture commenced											

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Toyota's major social contribution activities		Year	Toyota trend		Social trends (Japan)	
					Bursting of Economic Bubble	
					Rise of Emerging Nations and Expanding 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)	
					◦ The 2008 financial crisis (2008)	

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This document 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 MOTOR CORPORATION

Published by Corporate Citizenship Division
<https://global.toyota/en/sustainability/esg/social-contribution/>