

Social Contributions

Aiming to be a Company and People That are Needed by Society

In order to be a company needed by society, we consider it important to fulfill our social responsibility to earn the trust of everyone in the local communities.

In order to achieve a mutually beneficial relationship with local communities through activities that contribute to society, we are developing people, creating opportunities, and creating systems for further strengthening these activities.

Developing People

Expanding courses that support activity participation

We hold 60 courses a year to support participation in volunteer activities. These courses include basic courses, skill-improvement courses in specialized areas, and leader training courses. Through these courses and experience activities, we are building empathy and developing personnel who can participate in activities for the benefit of society.

Forest maintenance course

For the forest maintenance activities conducted by employees of companies in Aichi Prefecture, this course develops leaders who can conduct safe woodland thinning activities and creates a system (knowledge, practice, continuation) so that employees participating for the first time can experience woodland thinning under the guidance of the leaders.

Introductory courses for each generation

A volunteer activity experience program is conducted as part of the training for new employees. Employees select from a list of 28 activities including NPO support and operation of sports competitions for disabled persons, and themselves create and carry out a participation plan.



Knowledge:
Learning about the necessity of forest maintenance



Practice:
Understanding the health of a forest based on leader instruction

Comment from a new employee participating in a volunteer activity

Production Control Div.
Shinichi Ohmura



PR support for NPO activities at a university festival



Participating in this activity has changed the way I think about volunteering and how I spend my days off. In the future, I would like to make use of my own interests and participate actively.

No. 11: NPO support (pastry sales)
Date: 11/8 (Sat) 9:00 - 16:00
Place: Ohkagakuen Nagoya Two-year College
Activity: Sales of NPO Pandora products
Transport, venue operation, cleanup



Selecting from 28 activities and creating a participation plan

Creating Opportunities for Activities

Toyota Auto Body Group programs

Both in Japan and overseas, we are engaged in forest maintenance, environmental preservation activities, and the "Fure-Ai Day" volunteer day for the entire group, and are conducting activities that involve employees, their families, and members of the local communities.



Toyota Auto Body R&D
Kinko Bay cleanup activity



Indonesia mangrove planting
conducted by 3 overseas
subsidiary companies



Social Contributions

Creating Opportunities for Activities

Creating opportunities centered on the workplaces (blocks)

Centered on business sites and workplaces, we are carrying out activities together with members of the local communities.

Environmental beautification

Employees and their families carry out cleaning and greening activities in the areas around the plants together with members of the local communities.

The Inabe “cleanup along the Hokusei Line” activity was awarded the 5th Make a CHANGE Day award of excellence for its coordination and cooperation with local communities and government.



Inabe:
Cleanup along the Hokusei Line



Yoshiwara:
Making a green corridor along the Aizumaogawa River

Activities for community and raising the next generation

As an important activity for interacting with youth in communities, Toyota Auto Body supports youth soccer tournaments, and our handball and volleyball club members conduct sports classes. In addition, the Toyota Auto Body Group jointly presents concerts with the Nagoya Philharmonic Orchestra, which persons with physical and mental disabilities are invited to attend.



Winning team at the Kariya City
Toyota Auto Body Cup
youth soccer competition



Community concerts

Creating Systems for Revitalization and Continuation

Programs using our facilities carried out in cooperation with local communities, and programs to improve environmental awareness

At Kariya Fure-Ai Park, we conduct agriculture experience programs and environmental workshops for employees and their families, members of local communities, and students of nearby elementary and junior high schools throughout the year.

Participants learn about the blessings of nature and rice cultivation from local agriculture instructors.

In addition, we have completed the Forest Classroom at the Inabe Plant, and are using it to hold environmental workshops and woodworking craft classes.



Woodworking craft class using the completed Forest Classroom (Inabe Plant)

Creating Factories that are Harmonized with Nature and Coexist with Local Communities

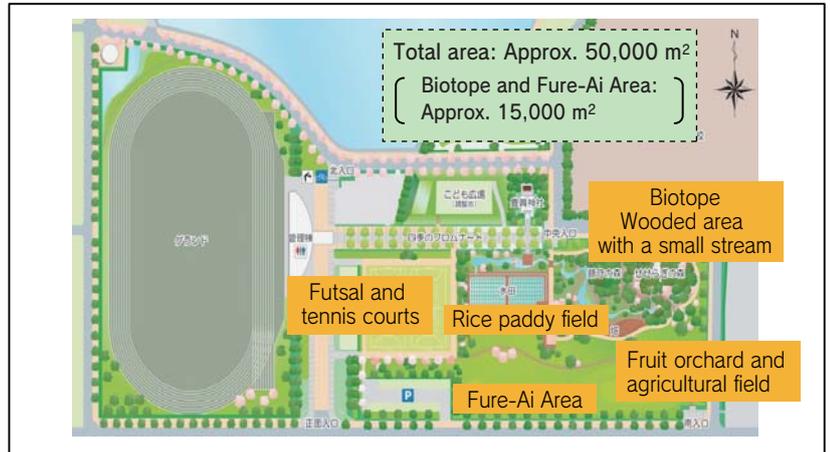
We are all a part of nature, sharing it with the many creatures that live in it. In order to protect the environment of our communities so that people and nature can coexist, we at Toyota Auto Body are coordinating with local communities to create factories that exist harmoniously with nature.

Kariya: Operation of the Kariya Fure-Ai Park for learning and relaxation

The Kariya Fure-Ai Park opened in May 2014.

Based on a concept of harmony between people and nature, it is used as a place for agriculture experience programs, environmental workshops, and community interaction events.

The biotope was also created to contribute to the creation of a network that connects the green areas of the factory and surrounding green areas. Such networks are one part of the Aichi Prefecture biodiversity strategy.



Community contributions and collaborations using our facilities

The park provides a place for elementary school students to learn about rice cultivation throughout the year, including planting, harvesting, threshing, and hulling, and also about traditional Japanese New Year customs such as making mochi (rice cakes) and weaving ceremonial ropes as part of their social studies classes.

Using the biotope and other resources of the park, environmental workshops are also held for members of local communities, students of nearby elementary schools, kindergartens, and employees.

In cooperation with the Aichi University of Education, the park is also used as a place for instruction in environmental preservation techniques and for research presentations. At the end of the academic year, an event where graduates present their theses is held, improving everyone's understanding of biodiversity.



Year-long agriculture experience: Rice planting (June) September: Harvesting



Students making mochi from the rice that they planted themselves



Weaving ceremonial ropes using rice straw from the rice field

Comment from a Fure-Ai Park user

Kariya Municipal Fujimatsu Higashi Elementary School Principle Nomura



The children gained valuable experiences with nature and agriculture through outdoor learning that cannot be done in a classroom.



Nature observation program taught by students from Aichi University of Education



Research thesis presentation on the subject of biotopes