

Aiming to be a Company That is 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.

We are expanding our activities that contribute to society in areas (the environment, welfare, and raising the next generation) where the characteristics of the Toyota Auto Body Group can be put to good use.

Activities in the Environment Field

Company forest maintenance activities

Toyota Auto Body Group companies are continuing to carry out forest maintenance activities centered on the locations of offices in Aichi, Mie, Kagoshima, Indonesia, and other areas.

[Japan]

The forest maintenance activities conducted by companies in Aichi Prefecture are led by the employees themselves, and are centered on the volunteer circle members. Even new participants can safely experience woodland thinning and forest maintenance.

[Overseas]

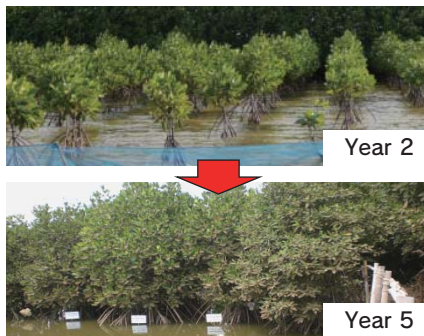
In addition to environmental maintenance through mangrove planting in Indonesia, cultivation of fish, shellfish, and seaweed in regenerated mangrove swamps is helping to boost local economies.



Learning about forest maintenance from an employee instructor



Safe woodland thinning and use of tools



The aquatic environment has recovered to the point where shrimp, crabs, and seaweed can be cultivated.

Activities in the Welfare Field

Donations of picture books by the Toyota Auto Body Group

At our wholly-owned subsidiary Sugity Creatives, Japanese picture books are translated and donated to local children.

This activity has continued each year since 2009, and more than 40,000 picture books had been donated by 2015.

Transport service provided by employee volunteers

Using the assisted mobility vehicles that are Toyota Auto Body products, these employees provide transport services in support of activities outside the home by persons who seldom have such opportunities.

In cooperation between the Inabe City Council of Social Welfare, members of the Toyota Auto Body "Social Contribution Inabe Block", and transport support circle volunteers, activities are continuing to support activities outside the home by wheelchair users.



Donation of picture books at a tree-planting event ceremony



Children reading the translated and donated picture books



Wheelchair users in Inabe City were taken by our company's assisted mobility vehicles to the Mie Prefectural Museum in Tsu City.



Social Contributions

Creating Opportunities for Activities

Active participation in activities to support disabled persons

The Fujimatsu Block and volunteer members of the nursing home visit circle provide shows of hula dancing, magic tricks, and other performances on visits to nursing homes for the elderly, and are providing support for disabled persons with activities including cleaning of wheelchairs, nursing care equipment, and assisted mobility vehicles.



Interacting with elderly persons at a hula dance performance



Wheelchair cleaning was started five years ago and is performed six times a year.

Activities in the Field of Raising the Next Generation

Education about manufacturing for elementary and junior high school students

As one activity for raising the next generation, we provide opportunities for youth to learn about the interesting and fun nature of manufacturing. Utilizing the expertise that we have developed within our company, we have exhibited at the Karakuri Kaizen Exhibition in Kariya City, Chiryu City, and Toyota City.



Exhibit at "Karakuri Daishugo" in Toyota City (basic mechanisms)



Exhibit of improvement examples at "Karakuri Exhibition in Kariya"

Automobile plant tours for fifth-year elementary school social studies classes

As an automobile manufacturer, Toyota Auto Body provides plant tours for elementary schools within and outside the prefecture as part of their fifth-year social studies classes ("Industrial production and us: Learning about automobile manufacturing").

The three plants in total receive 6,000 elementary school students from 90 schools each year.



Careful attention to safety during plant tours



Many questions from students after the tour

Helping to raise the next generation through sports

As part of support for youth sports in Kariya City, we have provided sponsorship and operating support for the Toyota Auto Body Cup youth soccer competition for the past 21 years. The handball club also sponsors the TAB Cup handball competition which invites junior high school teams from within and outside of the prefecture. Our employees operate the competition, meet with the players, and contribute to the promotion of sports.



Competition with 500 participating fourth-year students from Kariya City



Club members serving as referees and interacting with participants

Contributing to society through donations and sponsorships

In thanks for the 70th anniversary of the Toyota Auto Body Group, we donated four of our company's assisted mobility vehicles to municipal governments in or near the places where our offices are located.

Cities receiving donations: Kariya City, Inabe City, Toyota City, Chiryu City



Presentation ceremony in Inabe City



Presentation ceremony in Kariya City

Social Contributions

Kariya Fure-Ai Park – A Relaxing Place for Interacting with Members of the Local Community and Learning about Biodiversity

Using park facilities to contribute to and cooperate with the local community

The Fure-Ai Park Community Liaison Committee was created for environmental workshops, agriculture experience programs, and other operations that take place in Fure-Ai Park. The committee is composed of local and outside experts, members of nearby schools, members of the prefectural government and other administrative bodies, and local agriculture instructors. Its goal is cooperation that will ensure that these activities do not come to an end, and instead continue to make the park a permanent place for interaction with the local community.

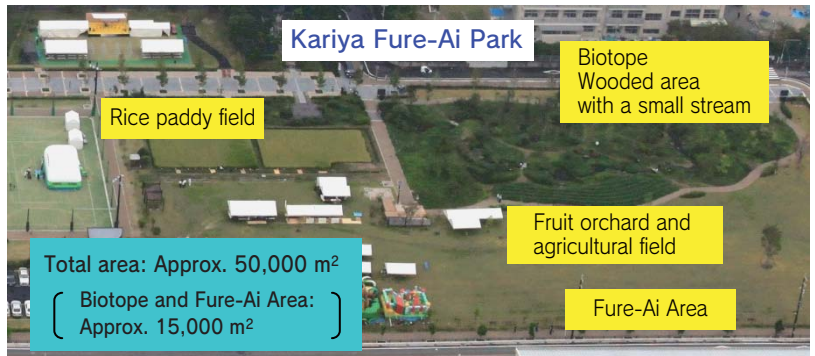
The agriculture experience programs which are run in cooperation with the local community are taught by company employees and local agriculture instructors. As part of the social studies and general education classes for fourth year elementary school students, the participating students experience agriculture and rice farming throughout the year including preparing rice seedlings, planting rice fields, harvesting, threshing, making mochi (rice cakes), and weaving ceremonial ropes from the rice straw.

All of the participating children can learn from experiences they never had before, such as entering the muddy fields to plant rice, using a sickle to harvest rice, and weaving ceremonial ropes. They also learn about the functions of rice fields and other environmental knowledge.

Environmental workshops based on collaboration by industry, government, universities, and private citizens

Environmental workshops are held at Fure-Ai Park based on collaborations by government, universities, local elementary schools, and the local community.

The instructors are assistant professors and science faculty students from Aichi University of Education. They direct workshops for Aichi Prefecture elementary school students and their families to learn about aquatic plants, water purification, and other nature themes.



Outdoor rice farming class conducted by employees



Rice planting experience



Rice harvesting experience

Comment from a member of the Community Liaison Committee
 Fujimatsu Higashi Elementary School
 Principal Nomura



This outdoor class was a valuable experience, and the children enjoyed it very much. I am grateful that the Liaison Committee has incorporated comments from the school communities.



Assistant professor (right) and student from Aichi University of Education (left) instructing the class



Observing plant leaves

Topics

Awarded the Silver Prize at the 2016 Aichi Environmental Awards!

Fure-Ai Park Project for Our Children's Future

The award was given in recognition of activities to promote environmental learning that are conducted in cooperation with and closely connected to the local community. (Awarded February 2016.)

[Tree-planting ceremony to commemorate receiving the 2016 Aichi Environmental Award]

To commemorate this award, a ceremony was held and was attended by the vice-governor of Aichi prefecture, officials and employees of our company, local community representatives, and employee family members. Trees and flowers were planted at the ceremony to share our happiness.



Tree-planting ceremony with the people who cooperated for the project



Employee families also planted flowers at the tree-planting event.