

## Environmental Education and Awareness

Toyota Industries is focused on increasing its employees' environmental awareness through employee training, company-sponsored seminars and the company magazine.

Toyota Industries believes that greater environmental awareness among its employees is a critical component of environmental management. The company's educational efforts are also designed to encourage the adoption of environmental practices among its employees.

### ● Environmental Education

Toyota Industries conducts three types of environmental education for its employees, consisting of general education implemented at the plant level, company-wide environmental education based on employee position, and specialized training implemented throughout the company.

General education at the plant level is conducted on a departmental basis. The goal of this education is to provide employees with a thorough understanding of the environmental impact of the department's activities and the goal of environmental efforts. Plant employees are also educated regarding the corporate environmental action plan.

Company-wide environmental education consists of new employee training and also training for newly promoted supervisors and managers. These programs are designed to provide each group of employees with the environmental knowledge required for their respective positions within the company. Specialized training includes, for example, training for internal auditors. This latter form of training is designed to nurture future leaders to become guides for environmental activities. In FY 2002, Toyota Industries introduced training in environmental design for its designers.

### ● Environmental Management Seminars

In FY 2002, Toyota Industries sponsored three seminars on environmental management that were led by guest speakers invited from outside the company. The seminar that was held in July 2002 was entitled, "Integrating Management Strategies and Environment Efforts to Create a Sustainable Company" and was led by Professor Ryoichi Yamamoto, Head of the Center for Collaborative Research of the University of Tokyo. Approximately 300 employees attended this seminar, which described how firms must promote environmental management and become sustainable companies to ensure their corporate survival. The employees who attended this seminar came away with a greater understanding of the steps needed to achieve a sustainable company.

### ● Company Magazine

Toyota Industries uses its company magazine to highlight information about the environment and increase the environmental awareness of its employees. Noteworthy articles include one entitled, "Tackling the Challenge of a Green Industrial Revolution," which was published in the October 2002 edition of the company magazine, and another article entitled, "Issue of the Toyota Industries Group Corporate Commitment to the Environment," which was published in the January 2003 edition. The latter article describes the concept of environmental management adopted by Toyota Industries and the company's efforts to strengthen the implementation of environmental activities on a group-wide basis.

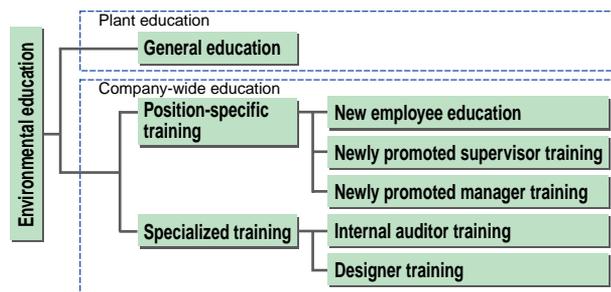
### ● Environmental Education Through Cinema

Toyota Industries began screening films with environmental themes during FY 2001, with the aim of promoting greater environmental awareness among its employees. The program was carried over into FY 2002 with a screening of the film "Waterworld" in June 2002. "Waterworld" is based on the future premise that humankind has been forced to live on the ocean due to global warming. The screening was followed by a discussion on global warming issues that included

### FY 2002 Education

Program	Attendees
New employee education	340
Newly promoted supervisor training	465
Newly promoted manager training	117
Internal auditor training	152
Designer training	88

### Framework for Environmental Education



### FY 2002 Seminars

Date	Seminar Title	Attendees
June 11, 2002	Seminar on Development of Environmentally Conscious Products at Toyota Motor Corporation	92
July 24, 2002	Integrating Management Strategies and Environmental Efforts to Create a Sustainable Company	309
March 12, 2003	ISO 19011 Compliance and Indirect Environmental Impact Assessments	145



Seminar led by Professor Ryoichi Yamamoto (July 2002)



October 2002 Edition (company magazine)



January 2003 Edition (company magazine)

descriptions of the real-life example of the South Pacific nation of Tuvalu, where island residents are threatened with the possibility of having to abandon their homes due to rising sea levels caused by global warming. As a result of this discussion, many of the company's employees were made aware that the water-based existence portrayed in the film could become a reality in some parts of the world.