

Environmental Communications

Internal Communications

Sharing Environmental Technologies

We publish an in-house technological bulletin, the *Toyota Industries Technical Report*, and hold in-house exhibitions with the goal of sharing technology between our different divisions.

In February 2002, we published the 44th edition of the *Toyota Industries Technical Report*. This was the first time since we began printing the bulletin in 1980 that we focused on environmental issues. In this edition we introduced the various environmental technologies developed by each of our divisions.

This edition carried a special article contributed by Professor Togawa of the Research Center for Coal Mining Materials at Kyushu University, who is well-known in the field of economic geography. The article summarizes the relationships between economic phenomenon and waste/recycling. Moreover, at our in-house technological exhibition in March 2002, each of our divisions introduced product technology developed to handle recent environmental issues. In this fashion, we aim to promote in-house communications.

Movie Night

In January 2002, we began showing movies on the environment as a new method to promote environmental communication among our employees.

We showed the film *Erin Brockovich*, which is based on a true story. The movie is about the largest indemnity suit in the U.S. in which a private citizen took on a major corporation for dumping the hazardous substance hexavalent chromium. Many people related to various divisions at Toyota Industries showed up to watch the movie, including Director Takenaka. We received many comments after the showing.

Some people were moved, saying it was the first time to see such a movie. Others commented on the serious health impacts that hexavalent chromium can have.

In-House Magazine

Our in-house magazine plays an important role as a tool to convey information to our employees. In FY 2001, one of the key words in our magazine was "environment." We focused on creating many related feature reports as a way to raise the environmental awareness of our employees.

In the November 2001 edition, we introduced the latest information on the environmental technologies Toyota Motor Corporation uses in its automotive manufacturing. In the March 2002 edition, we covered activities carried out in conjunction with our suppliers related to environmentally preferable purchasing. In all, we reported eleven different stories on environmental information. In a reader questionnaire, we found that the level of environmental awareness among our employees is increasing and many said they now have a deeper understanding of related issues.



In-House Technological Exhibition

Movie Announcement



Article Related to the Environment in the In-House Magazine



▲March 2002 edition

◀November 2001 edition

Communications outside the Company

Web Site

We launched our environmental Web site in April 2002. Our goal is to get our stakeholders to have a deeper understanding of our environmental conservation activities.

The site covers our environmental management such as the acquisition of ISO 14001 certification, specific environmental activities, and the latest environmental information. It also includes previous editions of our environmental reports.

Community Involvement

We fully participate in, contribute to and support various events and volunteer activities which focus mainly on environmental conservation and beautification.

Typical activities include clean-up of areas near our production sites such as roadways, parking lots, and train stations. We collect items for our bazaar, and send volunteers to help out at the Ozutsumi Nishiike Iris Cluster, the protected species of Kariya. The key figures handling our volunteer activities are the members of our Heartful Club, our in-house volunteer organization, and manager-level employee associations.

■Volunteer Clean-Up Teams

One of the actions that our manager-level employee associations and plants carry out is the beautification of the area surrounding our plants.

In FY 2001, eighteen clean-up events were carried out by our plants and 1,338 employees participated in all.

All the garbage collected was thoroughly separated. Clean-up efforts help to increase awareness among our employees on environmental conservation.

■Bazaar for Social Welfare Facilities

People donated their unused household items, which were put to good use at the bazaar. Over 1,000 items are donated in September every year, the month we have designated as the month for recycling.

In FY 2001, we donated 1,663 items to the Chubu Goodwill Bank and other social welfare facilities located in same communities as our production sites.

■Nature Preservation Activities

In addition to our contributions to the World Wildlife Fund (WWF), we recruit volunteers to take part in nature preservation activities in various regions. Volunteer staff work to preserve and nurture forests and wildlife. In FY 2001, twenty-five people participated in such programs.

Environmental Web Site



URL: <http://www.toyota-industries.com/environment/>



Volunteer Clean-Up Activity



Bazaar



Volunteer Activities for Natural Environmental Preservation