

Toyota Motor Europe – Intervention at Sixth Environment for Europe Conference, Belgrade, Serbia

Joint session on Education for Sustainable development, 14:30-16:30, 10th October

Toyota Motor Europe, as a car manufacturer, is very much concerned with the issue of sustainable development. The challenges are big and the problems complex. That is why we feel that the work of UNECE, the UNECE Steering Committee on ESD and especially the work done on the indicators are of key importance. We support fully the basic vision that education is a prerequisite for achieving sustainable development. A better education will lead to better informed customers who can help shape the demand for more environmental mobility solutions. In the car business for example we notice only recently that customers are starting to look at the environmental performance of the cars they buy.

Since Kiev Toyota Motor Europe has – within the company – emphasised even stronger the environmental education within our company itself. All Toyota employees are trained in specific training sessions on how to improve continuously the company's environmental performance and every year we organise Green Month campaigns to increase awareness. However, the most successful approach lies in on-the-job-training where – as part of the Toyota Way – the elimination of waste and the reduction of energy use are key drivers. I say this to emphasise that education for sustainable development should indeed be continued within the business itself and if you allow me – this aspect could be emphasised stronger within the ESD strategy. Also governments and NGOs can support this activity with their expertise and knowledge. This way we can achieve a

But environmental education needs to go beyond the borders of the company itself. That is why we support fully the vision of the multistakeholder approach that is expressed in the strategy today. By working together with non governmental organisations and with local and national governments our management and employees learn to understand better the environmental challenges and ways to contribute better to sustainable development;

In order to actively promote this multistakeholder approach endorsed by UNECE, Toyota further developed its Toyota Fund for Europe. This Fund is a grant system that allows NGOs to develop environmental awareness projects. Since Kiev we have added the multistakeholder methodology as one of the selection criteria for funding. Today you can see at the stand of the Regional Environmental centres one of the best practices of this approach.

One of the lessons learned in working with the REC is that the key for education to sustainable development is that the approach actively involved the educational and environmental authorities but also the local businesses. Only with this approach the tools and materials developed can be fully utilised.

Thank you.

Piet Steel, Vice President, European Affairs, Toyota Motor Europe