

Multistakeholder partnerships to deal with sustainability challenges in Europe

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Toyota in Europe



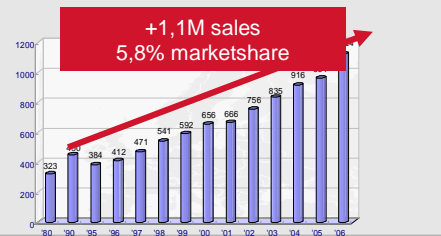
Manufacturing operations

- UK, France, Turkey, Poland, Czech Republic, Russia (Dec 07 onwards)
- Capacity: 805.000 cars (07)
- + 15.000 employees
- Investment: +€ 5.8 Billion
 - + R&D centres in Brussels and Nice
 - European head office in Brussels



Marketing and sales operations




- + 48 countries wider Europe
- +80.000 employees



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Sustainability challenges @ TOYOTA

Environment	Emissions, waste, Biodiversity, global warming	
Energy	Consumption	
Safety	Accidents, injuries	
Mobility	Congestion, Equal Access	
Quality of life	Employees, customers and communities	

Need for partnerships for the environment

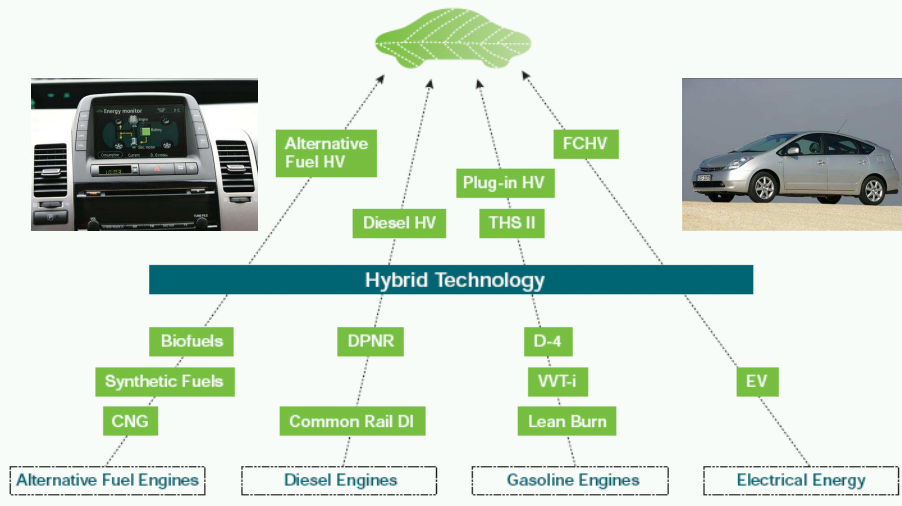
<i>Challenge</i>	<i>Countermeasure</i>
Global Problems	Shared responsibility
Urgency of the issues	Need for collaboration
Conflicting demands	Need to pool expertise
PRACTICAL ACTION ORIENTED – clear focus	

Corporate response of Toyota



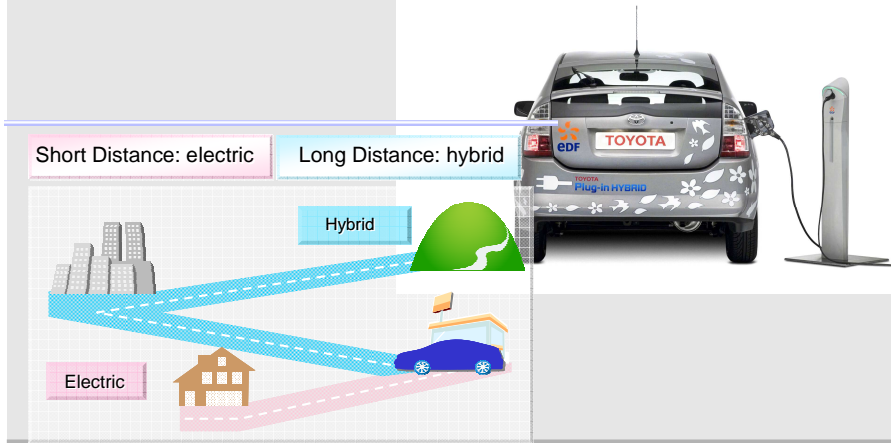
(1) Product: hybrid as platform

Towards the Ultimate "Eco-Car"



Business partnership for PHV

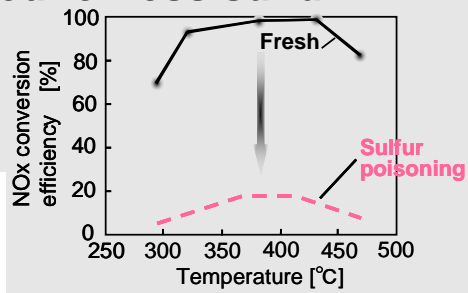
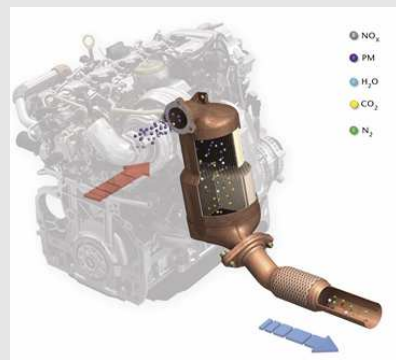
Partnership with Electricité de France to do field trials



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Toyota D-CAT – need for less sulfur



Joint action required:
producers, governments
and NGOs

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(2) Clean, green and lean production...



- Zero waste to landfill
- ISO 14001 certification
- Energy reduction
- Reduce VOCs
- Green purchasing guidelines for suppliers



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Toyota Motor Manufacturing France (TMMF) Biodiversity at the plant premises

TMMF, CPIE Bocage de l'Avesnois

Since 2005

1. Biodiversity inventory
2. Eco-friendly biodiversity conservation management programme
3. General public awareness programme with a special focus on young pupils (age 9-14)



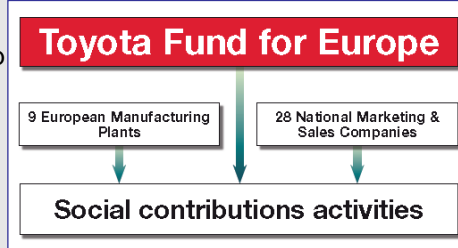
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(3) Contributions: Toyota Fund for Europe

Objectives:

- Strengthen and demonstrate Toyota's corporate citizenship in Europe by contributing to the quality of life
- Focus: **environment, road safety and technical education**



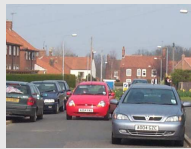
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Eco-Schools

Partner	Foundation for Environmental Education (FEE)
Description	Theme is sustainable mobility, encouraging schools to work in partnership with municipalities and local communities to implement concrete mobility improvement projects around their schools (25.000 students)
Grant	€ 279,000
Period	2005-2007
Country	Germany, Italy, Spain, UK

BEFORE



Environment and Innovation

A project to promote schools' innovative environmental problem-solving

2005-2008 theme: your school, your community

Participate! Find out how: www.eco-schools.com/innovation

Logos for FEE, Toyota, and other partners.

AFTER



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Eco-driving awareness



Partner	EcoLife
Description	Developed five eco driving simulators used in workshops for employees in public authorities, private companies and NGOs. Project raises awareness on the advantages of eco driving
Grant	€20,000
Period	Since 2007
Country	Belgium (will be expanded)



www.ecolife.be/ecodriving/bestuurders.asp

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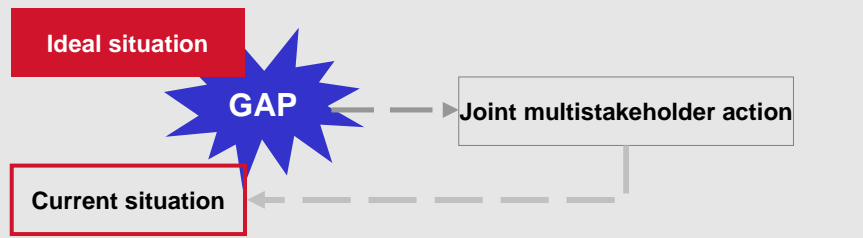
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Making partnerships possible

Ministerial Declaration highlights the challenges ahead, e.g.

- Energy consumption and GHG emissions
- Air pollution
- Increasing environmental impact of growing economies

Emphasis on very practical continuous improvement



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