



ミライのフターをつくろう



未来都市とよた

Toyota SDGs Good Practices

vol.2



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SDGs stand for Sustainable Development Goals, adopted at the United Nations Summit in September 2015. The SDGs set out 17 goals and 169 targets for critical issues that the international community must tackle and resolve together, including poverty eradication and climate change mitigation. To achieve the SDGs, it is important that each and every one of us start doing what we can now. Toyota City, an SDGs Future City, created this booklet to introduce activities undertaken by companies, schools, and organizations pursuing what can be done now.

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SDGs Future City Toyota

Desired future state of Toyota City

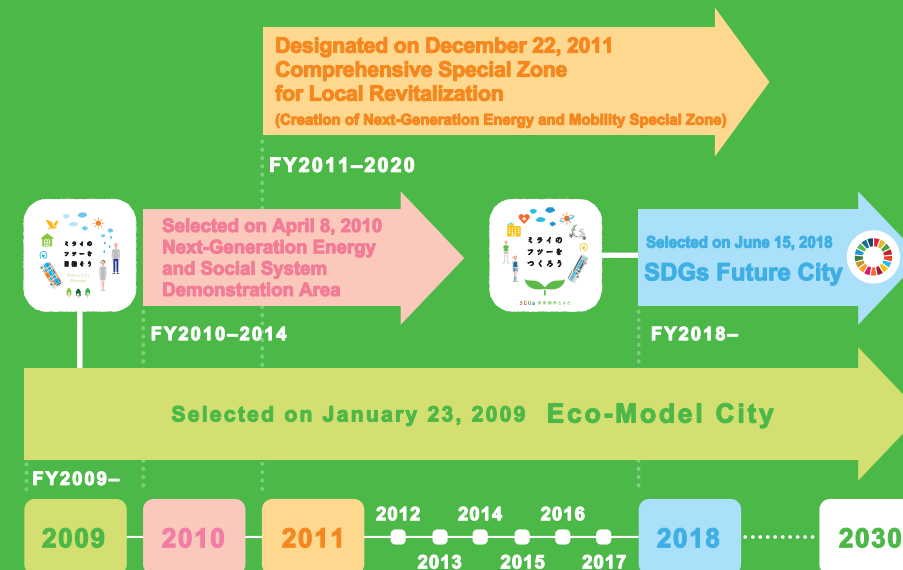
—Connected, manufacturing-oriented, and fun-to-live Toyota—

By deepening, mutually recognizing, and utilizing connections between people and the local region, and with nature, Toyota seeks to be a city where it is possible to create diverse values and potential, while also being a fun place to live.

SDGs Future City Toyota

To realize a connected, manufacturing-oriented, and fun-to-live Toyota, Toyota City has been pursuing tomorrow's standards, whereby residents can enjoy a comfortable lifestyle without excessive burden and waste while preserving the precious natural environment. The city has promoted various initiatives, leading to the development of various advanced technologies and new social systems. In 2018, Toyota City was selected by the Cabinet Office of Japan as an "SDGs Future City" that will take the lead in initiatives to achieve the SDGs.

Toyota City's progress toward the future



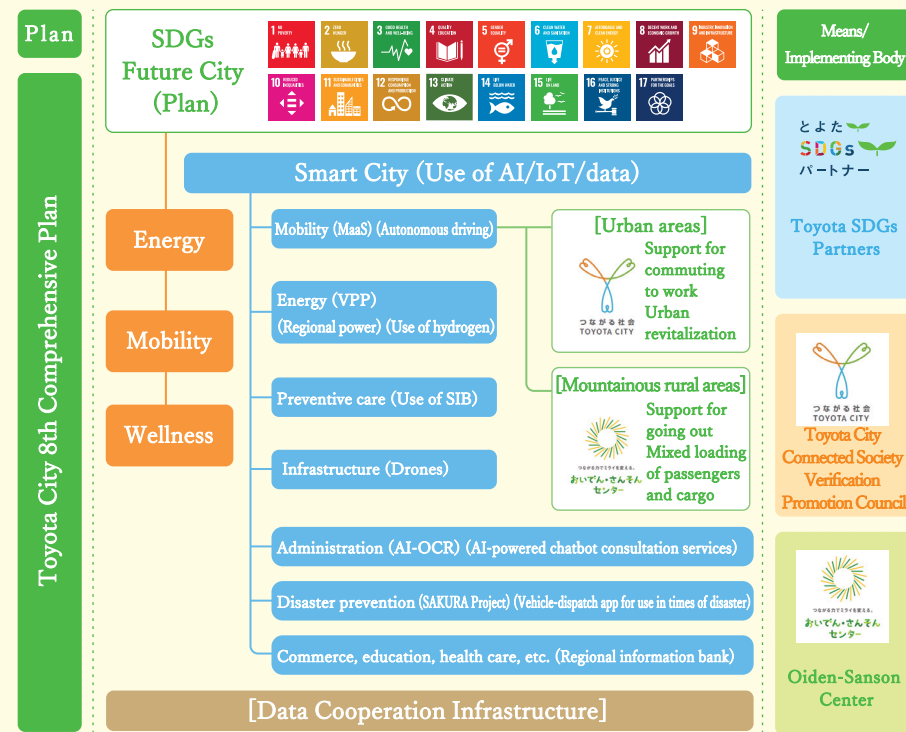
Aiming to achieve the SDGs through the three key fields of focus

Toyota City has defined “Energy,” “Mobility,” and “Wellness” as the three key field of focus for its activities as an SDGs Future City.

In our initiative aimed at becoming a smart city using AI, IoT and big data, the city is actively working in the fields of mobility, energy, and preventive care.

The city is implementing various activities to achieve the SDGs in cooperation mainly with the Toyota SDGs Partners, the Toyota City Connected Society Verification Promotion Council, and the Oiden-Sanson Center.

Conceptual Diagram of the Toyota City Smart City Initiative



Toyota SDGs Partners

Toyota City registers companies, organizations, etc. that collaborate with the city in implementing projects and activities aimed at achieving the SDGs and creating a sustainable community as “Toyota SDGs Partners.”

In partnership with Toyota City, a wide range of companies have agreed to use their resources, know-how, and the like to help achieve their shared SDGs and resolve local issues affecting the city. In addition to working with Toyota City to promote sustainable projects and initiatives, the SDGs Partners are also dedicated to further raising public awareness about the SDGs.



Toyota City Connected Society Verification Promotion Council

The council aims to promote the resolution of regional issues through the verification and implementation of new technologies and social systems, by connecting citizens, companies, financial institutions, educational/research institutions, and public government. The council engages in various activities, including promoting local production and consumption of resources and energy, addressing an aging society, and promoting traffic safety.



Oiden-Sanson Center

The Oiden-Sanson Center is an institution that was established to coordinate exchanges between urban and rural areas and connect people to people, as well as communities and companies/organizations. The center provides support to resolve issues in urban areas and mountainous rural areas, realize diverse lifestyles, and create new regional appeal.



Sustainable assistance for the Cafeteria for Children project supporting children's futures



Carried out by: The Toyota Branch of the Dai-Ichi Life Insurance Company, Limited

Supported by: Toyota City Hall (Welfare Consultation Division),
Toyota City Council of Social Welfare
Toyota Children's Cafeteria Network

[Main goals]



[Related goals]



Protecting valuable spaces for active interaction with children

Concerned about the major impact of hardships caused by falling incomes of single-parent families and other people due to the spread of the COVID-19 pandemic, the Toyota Branch of the Dai-Ichi Life Insurance Company is working in partnership with Toyota City to visit one to two Children's Cafeterias in six offices around the city once a month. During these visits, staff interact with the children by holding events using branded Dai-Ichi Life Insurance Company goods, handicraft lessons thought up by the staff themselves, workshops, and fun cooking exercises for the children. By creating the time to interact with these children, the participants are actively engaging with the specific purpose of the Children's Cafeterias, namely to create valuable spaces for children to enjoy being in. In this way, this activity provides sustainable support toward resolving local issues.

Focus point

In this activity to support the Children's Cafeterias, the content of the support provided is decided after a process of adjustment between what the staff from the Dai-Ichi Life Insurance Company are capable of doing and the requests of the people running the Children's Cafeterias. In addition, to encourage as many employees as possible to take a turn in participating, the staff themselves devise the plans that they think will please the children during the events.

Comment from the activity leader

By supporting the Children's Cafeterias that started in 2020, we recognize the value of interacting with children. Although this is an activity designed to help children, the energy that their smiling faces gives our staff members is really motivating, and we want to continue our support in the future.



Cleaning up as sport! Spo-GOMI Toyota event



Carried out by: Sports Volunteer Toyota

Supported by: Participants and sponsors centered on the Toyota SDGs Partners

[Main goals]



[Related goals]



Thinking about our city and rubbish through a new type of sport involving picking up trash

Established as a group to help carry on the legacy of the 2019 Rugby World Cup, Sports Volunteer Toyota hosted a Spo-GOMI event in Toyota City called “Cleaning up as sport!” “Spo-GOMI” is a completely new type of competitive game originating in Japan that incorporates the essence of sport into the traditional cleaning up events often carried out by companies and groups. The participants are divided into four or five teams that compete based on the quality and quantity of trash they pick up. The aim of Spo-GOMI events is to create an opportunity for large numbers of people to think about their city and rubbish by creating the weird feeling that finding large amounts of trash is fun during the course of the game. The first Spo-GOMI event in Toyota City was held on October 30, 2021. Many Toyota SDGs Partners participated and supported the event from the preparation stages to its actual running as part of a plan to make the city more welcoming to visitors on Japan’s national Food Loss Reduction Day.

Focus point

By crossing the idea of cleaning up with an element of fun, Spo-GOMI encourages large numbers of people to take part and, by doing so, take notice of the environment around them. The aim is to keep holding this event in the future by receiving support from even more companies and organizations.

Comment from the activity leader

We set up Sports Volunteer Toyota in 2019 but couldn’t do very much because of the coronavirus pandemic. That’s when we heard about Spo-GOMI. This event gives people the chance to clean up their city while deepening the bonds between friends. We want to continue holding the event in the future and help make Toyota City an even more welcoming place for visitors.



Environment seminar: Let's think about plastic trash!



Carried out by: Kao Corporation, Toyota City Asahigaoka Junior High School

[Main goals]



[Related goals]



Helping to protect the environment around us by thinking about what we can do as individuals

Asahigaoka Junior High School is passionately working on activities to help protect the global environment. As one of these activities, the students on the Environmental Beautification Committee took part in a seminar on the environment called “Let’s think about plastic trash!” that was hosted by Kao Corporation. This seminar asks the participants what they can do right now as individuals to help create a healthier planet. As a result of this seminar, plastic products such as used toothbrushes and bottle caps are being collected from every one of the school’s 831 students and recycled. Led by the students on the Environmental Beautification Committee, the school also planted primroses and donated to the Asahigaoka Community Center.

Focus point

Kao Corporation has been working for many years to share the knowledge that it has learned across a wide range of fields, including hygiene, the environment, aesthetics, and health with the aim of communicating the concept of cleanliness to as many people as possible. Under this approach, Kao Corporation places a strong emphasis on educational activities such as seminars and events involving educational institutions, companies, and various different communities. Together with its regional stakeholders, Kao Corporation actively participates in initiatives that aim to help resolve local issues, such as the establishment of a recycling-oriented society, regional health problems, child raising, and aging communities.

Comment from the activity leader

Kao Corporation aims to support ideas and events to encourage sustainable lifestyles. We are carrying out a wide range of educational activities and initiatives designed to help achieve the SDGs, and we would be delighted to talk with any potential partners through Toyota City.



SDGs initiatives through welcoming visitors to Strawberry Park Mifune

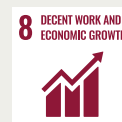


Carried out by: Strawberry Park Mifune (Taikei Farm)

[Main goals]



[Related goals]



Communicating the importance of learning about food again through hands-on farming experiences

Taikei Farm is carrying out various activities to help achieve the SDGs by welcoming visitors to Strawberry Park Mifune, which opened in January 2021. With the aims of helping to eliminate food loss and encourage the sixth period of agricultural industrialization, Taikei Farm is developing OEM products such as jam and strawberry vinegar at Strawberry Park Mifune as a means of enhancing the value provided by agricultural products. It is also pursuing environmentally friendly smart agriculture that realizes even higher productivity by using the latest ICT and IPM technologies to reduce the use of agricultural chemicals and save energy. Strawberry Park Mifune was also established to create opportunities for people to enjoy the production and harvesting of agricultural products and to provide hands-on experiences for visitors to re-appreciate the importance of learning about food through the cultivation of sweet potatoes.

Focus point

Tourism to Aichi Prefecture was given an unprecedented boost by the opening of Ghibli Park in November 2022 as a showcase for the globally popular Studio Ghibli. At Taikei Farm, we want to take this opportunity to provide as many varied experiences at a single new visitor attraction as possible. By combining tourism and agriculture in this way, we are aiming to become a company with strong and positive roots in the local community.

As a JGAP* certified company working to achieve the SDGs, we are putting our efforts into encouraging the sixth period of agricultural industrialization through agriculture and eliminating food loss by, for example, using surplus strawberries to develop jam and strawberry vinegar. We opened a cafeteria at the end of last year as a way of boosting our efforts to achieve zero food loss.

* JGAP certification:
A system that recognizes activities to realize sustainable agricultural practices, such as food safety, worker safety, environmental conservation, and human rights.

Comment from the activity leader



Toyota monster food loss quiz rally



Carried out by: Sports Volunteer Toyota, Taikei Construction Co., Ltd., Toyota Eisei Hozon Co., Ltd.
 Backers: Toyota Eco-Bito Project, Toyota Motor Corporation, Nagoya Kanko Gakuseifuku Co., Ltd.
 Himawari Network Co., Ltd., Fujiken Co., Ltd.

[Main goals]



[Related goal]



A fun way to think about food loss for parents and children while answering a monster-themed quiz

To appeal to the residents of Toyota City to eliminate food loss, a total of nine “Toyota City food loss monsters” have been created to express ways that people are encouraged to waste food. These include the “Buy too much” monster, which forces people to buy too much food, and the “Pile it on” monster that forces people to order too much at a restaurant and then not eat it all. The Toyota monster food loss quiz rally was held in Toyota to celebrate Japan’s national Food Loss Reduction Day on October 30, 2021. It involved setting up nine locations around Toyota Station where children could receive special stamps by answering a quiz starring the food loss monsters.

Focus point

Instead of ordinary physical stamps, the participants scan a QR code into their mobile phones. People that collect them all qualify for a free gift. Each quiz panel creates a fun learning experience with a question following the theme of the food loss monsters and an explanation that gives hints to the answer. The aim of the quiz is to team up parents and children or groups of friends to provide an enjoyable learning experience, encourage people to think about the relationship between food loss and environmental issues, and prompt people to act to eliminate food loss. It was a fun event that appealed to a wide age range.

Comment from the activity leader

Although this was planned and run as a fun learning event for children, it gave us the opportunity to reconsider how we can resolve issues preventing the elimination of food loss. We want to carry on working with a wide range of initiatives and activities in the future to popularize and educate people about the SDGs.



Asahigaoka Junior High School recycling activities



Carried out by: Members of the Student Council and Environmental Beautification Committee of Toyota City Asahigaoka Junior High School

[Main goal]



[Related goals]



Donating things that are too good to throw away to less fortunate children around the world

Inspired by the leadership group on the Student Council and eight committees, Toyota City Asahigaoka Junior High School is carrying out various activities related to the SDGs as part of the school's special initiatives. The school is putting a great deal of effort into recycling, including volunteer activities in partnership with local organizations and collecting plastic bottle caps to support vaccination drives for children around the world.

These Asahigaoka Junior High School recycling activities also involve a Student Council-led activity to collect unwanted clothes, school supplies, sports goods, and the like from the 831 people in the student body and donate them to people in need.

Focus point

Items recovered and collected on a daily basis are given to the SDGs Sports Festival event held in Toyota City to be donated to people in need. Alternatively, they are donated to less fortunate people outside Japan via the Mottainai Volunteer Project organization, which aims to eliminate surplus inventories of goods in Japan (i.e., products that can still be used in Japan and would be a waste to throw away) by forging connections with places around the world that need them.

Comment from the activity leader

Students at Asahigaoka Junior High School have learned to see social issues as something that affects them directly. To give them the initiative to proactively carry out and take part in activities that will contribute to local communities, the Student Council and committees are working to achieve the SDGs as part of their overall study schedule.



Production of wooden trays using thinned wood from Toyota City



Carried out by: Aisin Takaoka Co., Ltd.

Supported by: The Toyota Forestry Association, Nishigaki Lumber, Inc.

[Main goal]



[Related goals]



Creating food trays using thinned wood to help build a recycling-oriented society in partnership with the local community

With mountains and forests accounting for around 70% of its total land area, Toyota City is a region with abundant forestry resources. Because its head office is located in Toyota City, Aisin Takaoka Co., Ltd decided to try and make better use of these forestry resources by manufacturing environmentally friendly food trays using wood thinned from local mountains and forests.

For the development of these food trays, Aisin Takaoka teamed up with partner companies with wood-handling expertise and applied the technologies nurtured in the manufacture of automotive parts to the creation of new value. These trays stand out because they are entirely made of wood and contain no chemicals, such as the adhesives used in ordinary trays. One of the aims of manufacturing completely safe and natural wooden trays without the use of any oil-based resources is to help build a recycling-oriented society in partnership with the local community.

Focus point

The use of thinned wood obtained from forests as part of the process to help them grow more abundantly not only contributes to the elimination of plastics, but also gives the people using them the opportunity to achieve SDGs. Through activities like this, we intend to continue doing our best to build a more inclusive, safer, resilient, and sustainable city.

Even though Toyota City at the center of Japan's automotive industry, its abundant forestry resources are one of its strengths. We have combined the technologies that we have nurtured through the manufacture of automotive parts with the forestry resources of Toyota City to help build new value in partnership with the local community.

Comment from the activity leader



Project supporting the innovation of working practices at Toyota City's schools



Carried out by: Toyota City Board of Education, Bluebird Nonprofit Corporation
Supported by: Teachers, pupils, and PTA of Toyota City Tsutsumi Elementary School, local residents

[Main goal]



[Related goals]



Helping to provide ever-better education by reforming the working practices of busy teachers

The Toyota City Board of Education has teamed up with one of the groups registered as a Toyota SDGs Partner, the Bluebird Nonprofit Corporation, in a project to support the adoption of innovative working practices at schools to help realize better ways of working by relieving some of the burden of busy teachers.

This project features two model schools and has carried out various initiatives over a year. The main objective of this project is to revise the working practices of busy teachers so that they can shift more of their valuable time to actual teaching. This should also help them to live more healthy and fulfilling lives, and to broaden their horizons outside of work so that they can provide ever-better education to their students. At one of these model schools, Tsutsumi Elementary School, this project has examined all aspects of school life and has made adjustments to homework, club activities, school events, and school leaving times at the end of the day. One of the impressive results of this project is a 70% reduction in the number of teachers working 45 hours or more outside normal school hours.

Focus point

The innovations to school life have not focused entirely on the teachers. The project has also involved the understanding and cooperation of the PTA, local residents, the pupils, as well as parents and guardians. Although cutting time from schedules is one of the ways that this project has succeeded, the teachers have also engaged in serious debate toward improving the quality of education, which is the core objective of the project.

Comment from the activity leader

Schools are a vital location for fostering our future. We think that enabling teachers to lead enthusiastic and productive lifestyles and increasing the time that they can devote to passionate and motivated teaching will bring smiles to the faces of children and help lead to a better future for us all.



Facing up to dementia: activity to encourage screening



Carried out by: Alfresa Corporation
Supported by: Toyotakamo Yakuzaishikai

[Main goal]



[Related goal]



Reducing traffic accidents involving elderly people through early discovery of dementia

Alfresa Corporation is one of Japan's largest manufacturers of medical products and has more than 200 offices around the country. Using the distribution network nurtured for these medical products, the company is working with local communities to make connections across professional fields and facilities. Through these connections, Alfresa Corporation is in a position to provide various support to its customers.

One of these activities to connect with local communities is a project to encourage people to go for screening to encourage the early diagnosis of dementia.

Alfresa Corporation sponsors events and health fairs featuring the Toyotakamo Pharmacists' Society (Toyotakamo Yakuzaishikai) and uses the CogEvo brain activity balancing tool, which is capable of measuring cognitive functions, recording daily logs, and training to educate people about dementia.

Focus point

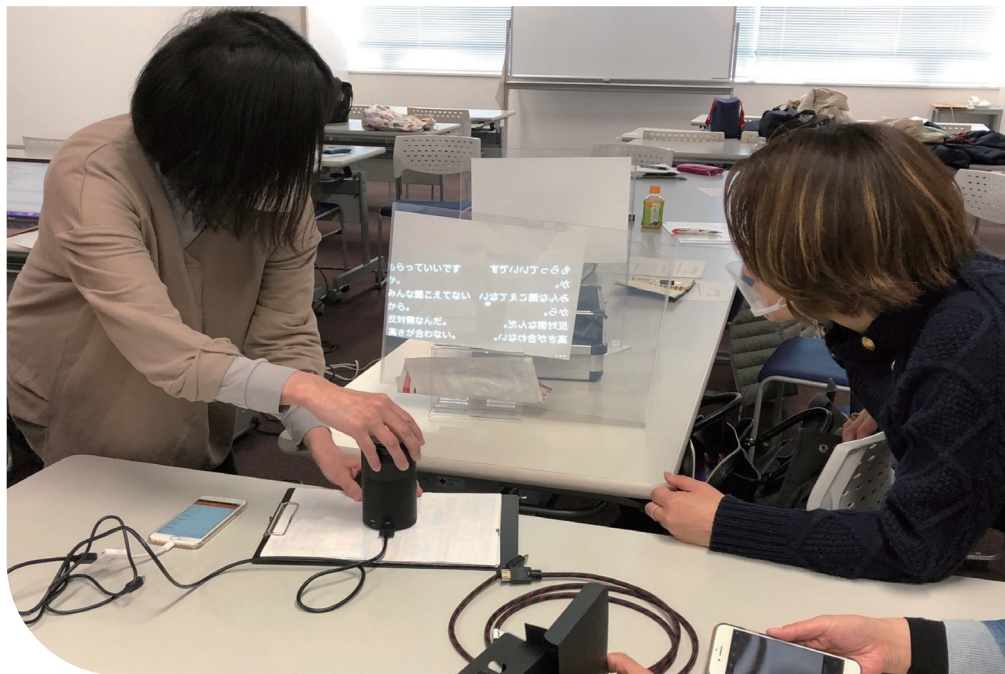
As Japan faces the growing issues of a declining birth rate and an aging population, dementia is likely to become an even more serious issue. Through events involving local communities, we are working to realize the early discovery of dementia and to encourage people to go for screening. In this way, we hope to raise awareness of health and to help reduce traffic accidents involving elderly people.

Comment from the activity leader

Traffic accidents involving elderly people are increasing every year. We are aiming to reduce these accidents as much as possible, especially in Toyota, the city of the car, and we intend to continue working with local communities to teach people about dementia and encourage screening.



Visible communication using ICT technology



Carried out by: The Koemoji Nishi Mikawa Speech Recognition Text Research Group
Supported by: Okazaki City Association of Hearing Losses, The Dumbo, Hearing with Your Eyes Society, Shamrock Records Inc., Aisin Corporation

[Main goals]



[Related goals]



Bringing information to the hard of hearing using the latest speech recognition technology

The Koemoji Nishi Mikawa Speech Recognition Text Research Group is working to use constantly evolving information technology to discover, popularize, and educate people about speech recognition.

In society, there are many people who miss out on audible information for various reasons, such as deafness, hearing impairments, or auditory processing disorders (APD).

The visualization of sound using speech recognition apps and other cutting edge technologies can help to reduce the number of people missing out on this audible information. These apps and technologies are capable of converting sounds to text immediately and at hand. Many apps also have automatic translation functions that are useful for communicating with non-Japanese speakers.

Focus point

The Koemoji (“voice-text”) group is working to encourage groups and individuals to use the latest speech recognition technologies to help create a city where everyone can live happier and more productive lives. Speech recognition technologies are constantly evolving. For this reason, we are teaching ourselves about the latest technologies while holding hands-on participation-style study meetings with local residents. We are also working to spread knowledge and educate people about these technologies by, for example, showing sounds actually being converted into words in locations accessible to a wide range of people.

Comment from the activity leader

Our group is aiming to help realize a city and the type of society in which people can participate and live happier and more productive lives regardless of age, nationality, or disability. Speech recognition technologies are currently improving at a tremendous pace and we want more people to use them by learning about them and how important they are. In the future, we hope to showcase the conversion of sound to text in even more exciting places. So if anyone is planning a fun activity, please let us know!



Afterword

Play! SDGs

– Bringing efforts to achieve the SDGs closer to home –

Thank you for picking up this booklet.

This, the second volume of the Toyota SDGs Good Practices handbook, has highlighted ten of the best initiatives being carried out by the Toyota SDGs Partners.

These ten initiatives were selected by public vote from twenty four candidates put forward by the partners or other people.

The fact that these ten initiatives were selected by public vote shows that our non-stop efforts to achieve the SDGs in Toyota City by harnessing the energy of the Toyota SDGs Partners are becoming more and more familiar with the public, and highlights our objective to encourage people to act in their daily lives.

This year, 2023, is a key milestone toward achieving the SDGs by the target of 2030.

Since Toyota City was selected as an SDGs Future City in 2018, we have promoted our activities under the slogan “Think SDGs” to encourage people to learn about what the SDGs mean.

However, now that the concept of the SDGs has started to become more widely known, we need to encourage local communities as well as individuals in those communities to act more proactively, rather than relying on administrative bodies and companies.

Therefore, we have come up with a new slogan for Toyota City: “Play! SDGs”. This slogan is a call to people to both act toward achieving the SDGs and enjoy the changes that these acts can create.

Let’s all think about what can be done now with the attitude of trying and seeing what happens. The friends of Toyota City who have started working to change the world are the true Toyota SDGs Partners.

We hope that this booklet will provide some hints about what you can do to change the world.

SPECIAL THANKS

All our local residents that took part in the vote

Everyone at the Toyota SDGs Partners who are working to achieve the SDGs

Examples of other submitted initiatives (that agreed to be published in this booklet)

- The AYATORII traffic safety workshop
[Honda Cars Mikawa]
- The Minnano Okatte-San
(Everyone’s Handyman) Local Community Center
[Minnano Okatte-San]
- Local safety inspection and dangerous spot survey
[Toyota City Asahigaoka Junior High School]



- Junior High Students thinking about local issues!! Development of hamburgers using wild meats
[Toyota City Asahi Junior High School]

- Protecting Toyota City from natural disasters using our group members’ expert knowledge
[The Rescue Toyota City from Natural Disasters Group]

- Fuku Suzuki’s compass of happiness slot on the Catch! TV show
[Chukyo TV Broadcasting Co., Ltd.]



- Lucky town Obara regional vitalization project
[Mountain materials: Marufu Yougyo Genryo Ltd.]

- Toyota Ikannu Film Festival × Toyota Oiden Film Festival
[Negaposi Film]



- Contributing to society through words
[Morisawa Inc.]

- “Life”:
Original cooperation-based disaster preparedness game produced by Board Game Fudakomahiroba
[Board Game Fudakomahiroba]

- Creating zero-inventory individual bedclothes
[Atomada Sleep Store]

(In no particular order)

