

November 5, 2008

## Toyota Names Environmental Activities Grant Recipients

Tokyo — TOYOTA MOTOR CORPORATION (TMC) named today 25 organizations that are to receive grants under the Toyota Environmental Activities Grant Program for 2008\*<sup>1</sup>. The total sum for the 2008 program is expected to reach approximately 200 million yen.

Under the Toyota Environmental Activities Grant Program, approximately 1.8 billion yen has gone to supporting 165 projects in 45 countries since the year 2000. The program was launched in commemoration of TMC's receipt of the Global 500 Award\*<sup>2</sup> in 1999 from the United Nations Environment Programme (UNEP). Since then, under the fundamental theme of "Environmental Technology and Human Resource Development Contributing to Environment Revitalization and Conservation", the grant program has supported practical projects conducted by non-profit organizations. Grants are offered in two categories: "general grants", for which the grant sum is flexible, and "small-scale grants", for which there is an upper limit set on the grant sum.

The themes this year are "Global Warming Countermeasures" and "Biodiversity Conservation", both targeted at urgent issues. During the April to June application period, the program received 446 applications for general grants (compared to 373 last year) and 124 applications for small-scale grants (compared to 157 last year), resulting in a total of 570 applications, the largest number to date.

The program's expert, international selection committee, which is chaired by Dr. Keiko Nakamura, director general of the JT Biohistory Research Hall, selected 25 projects (13 general grants, 12 small-scale grants) according to criteria such as appropriateness of objective, continuity and future development, and degree of local-community collaboration. Of the 25 projects selected this year, 17 came under the theme of "Biodiversity Conservation", including a project in Ecuador ("Ensuring Sustainability in Galapagos through Locally Based Education Initiatives"), while eight projects addressed the theme of "Global Warming Countermeasures", including a project in Japan ("The Practical Application of Micro Water-Power Generation in Itoshiro").

\*1. Unless otherwise noted, years mentioned are from April 1 to March 31.

\*2. Global 500 Award (1987-2003): Presented by UNEP to recognize the outstanding achievements of individuals and organizations in protecting and improving the environment. In 1999 TMC became the first Japanese corporation to receive the award in recognition of its various achievements in environmental protection and improvement (such as being the first in the world to mass-produce and sell hybrid vehicles) and its various corporate social contribution activities.

### 1. Grant Project Statistics by Year and Region\*

Project Implementation Sites	Total sum	2008				2007			2006			2005		2004	2003
		Sub total	Category		Sub total	Category		Sub total	Category		Sub total	Category		Subtotal	Subtotal
			General	Small-scale		General	Small-scale		General	Small-scale		General	Small-scale		
Total	165	25	13	12	27	12	15	25	13	12	24	11	13	16	10
Asia	58	5	5	0	7	7	0	7	7	0	7	7	0	10	3
The Americas	17	2	2	0	2	2	0	3	3	0	1	1	0	1	2
Africa	17	4	4	0	3	3	0	3	3	0	1	1	0	4	2
Europe	7	0	0	0	0	0	0	0	0	0	2	2	0	0	2
Japan	65	14	2	12	15	0	15	12	0	12	13	0	13	1	1
Others	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0

\*Years 2000-2002 not detailed

## 2. 2008 Toyota Environmental Activities Grant Program Recipients

Category	Project Title	Organization (Country)	Theme	Implementation Site
General Grants	Project for Lifestyle Improvement in Central Laos	Japan International Volunteer Center (Japan)	Biodiversity	Laos
	Conservation Coffee as a Tool for Establishing Biological Connectivity	Conservation International Foundation (U.S.A.)	Biodiversity	Costa Rica, Panama
	Project to Convert a Short Car Drive to a Bicycle Ride	Non-profit Organization SHIMADUKURI-NET (Japan)	Global warming	Japan
	Ensuring Sustainability in Galapagos through Locally Based Education Initiatives	Charles Darwin Foundation for the Galapagos Islands (Ecuador)	Biodiversity	Ecuador
	Promoting Market Development of Technology for Electricity Generation Using Biogas in Rural Areas of Vietnam	Research Center for Energy and Environment (RCEE) (Vietnam)	Global warming	Vietnam
	Awely's Red Caps in Assam, India	Awely, Wildlife and People (France)	Biodiversity	India
	Regeneration of Nature of an Urban-type River Connecting the Forest, River and Sea	NPO Eelgrass Seed Bank (Japan)	Biodiversity	Japan
	Linking Sustainable Coffee Practices and Conservation to the Market Place	The Smithsonian Migratory Bird Center at the National Zoological Park (U.S.A.)	Biodiversity	Indonesia
	On-Farm Conservation of Agricultural Biodiversity in the Sahara	USC Canada (Canada)	Biodiversity	Burkina Faso
	The Velondriake Network of Marine and Coastal Protected Areas	Blue Ventures Conservation (U.K.)	Biodiversity	Madagascar
	Training Farmers on Indigenous Tree farming, Biodiversity and Environmental Conservation as Countermeasure to Climate Change in Nyeri and Laikipia Districts, Kenya	Kenya Agricultural Research Institute (KARI) (Kenya)	Biodiversity	Kenya
	Promoting Organic Framing along Trishuli River Basin through Holistic Approach	Development Center (DC) (Nepal)	Global warming	Nepal
	East Africa Grassroots Forest Conservation Project	Friends Society for Kenyan Children (Japan)	Global warming	Tanzania

Category	Project Title	Organization (All Japan)	Theme	Implementation Site
Small-scale Grants	Establishment of a Model for "Development of Forests Teeming with Animals"	Environmental NPO "SHU"	Biodiversity	Japan
	Survey on the Fish Biodiversity of the Tsurumi River Water System	Tsurumi River Basin Networking	Biodiversity	
	The Practical Application of Micro Water-Power Generation in Itoshiro	Healing Village Itoshiro	Global warming	
	Nature Experience Courses (Juku) for Elementary School Teachers in the Tama River System	Tamagawa Juku	Biodiversity	
	Why not Revitalize the Tenryu River with Satsukimasu (Red Spotted Masu Trout)?	Citizens' Conference for Clean Lakes and Rivers	Biodiversity	
	Acorn Planting with Children	Donguri Mongori	Global warming	
	Restoration of Natural Environment and Recovery of Biological Resources in the Estuary-Tideland	Research Group on the Restoration of Fishery Resources in Yamaguchi Estuary	Biodiversity	
	Promoting the Conservation of Maruyama Wetlands Based on Scientific Research	Maruyamasitugengun Hozennokai	Biodiversity	
	Activities to Maintain a Quality of Green Fields in the Suburbs of Tokyo	Kurasawa Green Field Preservation	Biodiversity	
	Project to Create Forests in the Sea	Kuroshio Zikkan Center	Global warming	
	Project to Protect Tsushimayamaneko (Tsushima Wild Cats/ Prionailurus Bengalensis Euptailurus) from Traffic Accidents	Tsushima Yamaneko Supporter's Club	Biodiversity	
	Life Experience Eco-project for Children to Cycle Foodstuffs and Fuels	NPO Greenwood Outdoor Experience Educational Center	Global warming	

### 3. 2008 Selection Committee Members

<b>Dr. Keiko Nakamura (Chair)</b>	Director general, JT Biohistory Research Hall (Japan)
<b>Dr. Motoyuki Suzuki</b>	Professor, University of the Air (Japan)
<b>Dr. Eiji Hosoda</b>	Professor, Faculty of Economics, Keio University (Japan)
<b>Dr. Ashok Khosla</b>	President, IUCN; Chairman, Development Alternatives (India)
<b>Dr. Peterson Myers</b>	CEO and chief scientist, Environmental Health Sciences (U.S.A.)
<b>Dr. Göran A. Persson</b>	Chairman, Euro-CASE Energy and Environment Platform (Sweden)
<b>Mr. Toshiki Hayama</b>	Managing officer, Toyota Motor Corporation (Japan)

Further information on the grant program can be obtained from:

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