New Toyota Earth Charter

Implementing Consolidated Environmental Management

Basic Policy

I. Contribution toward a prosperous 21st century society

In order to contribute toward a prosperous 21st century society, aim for growth that is in harmony with the environment, and challenge achievement of zero emissions throughout all areas of business activities.

II. Pursuit of environmental technologies

Pursue all possible environmental technologies, developing and establishing new technologies to enable the environment and economy to coexist harmoniously.

III. Voluntary actions

Develop a voluntary improvement plan, not only based on thorough preventive measures and compliance to laws, but that addresses environmental issues on the global, national, and regional scales, and promotes continuous implementation.

IV. Working in cooperation with society

Build close and cooperative relationships with a wide spectrum of individuals and organizations involved in environmental preservation including governments, local municipalities, as well as with related companies and industries.

Action Guidelines

1. Always be concerned about the environment

Challenge achieving zero emissions at all stages, i.e., production, utilization, and disposal.

- Develop and provide products with top-level environmental performance
- Pursuit of production activities that do not generate waste
- Implement thorough preventive measures
- Promote businesses that contribute toward environmental improvement

2. Business partners are partners in creating a better environment

Cooperating with associated companies.

3. As a member of society

Actively participate in social actions.

- Participate in creation of cyclic society
- Support environmental government policies
- Contribute also to non-profit activities

4. Toward better understanding

Actively disclose information and promote environmental awareness

TOYOTA