

April 25, 2008

Toyota Environmental Activities Grant Program Accepting Applications

Tokyo — TOYOTA MOTOR CORPORATION (TMC) has begun accepting applications today for this year's*¹ Toyota Environmental Activities Grant Program, which is designed to support environmental revitalization and conservation activities, both in Japan and overseas, for the purpose of sustainable development.

The program was established in commemoration of TMC's receipt of the Global 500 Award*² in 1999 from the United Nations Environment Programme (UNEP) and has been implemented every year since 2000 as part of TMC's environmental social contribution activities. This year marks the ninth year of its implementation.

The themes this year are "Global Warming Countermeasures" and "Biodiversity Conservation", representing serious and urgent issues for preserving the earth's environment. The grants will be provided to NPOs (excluding schools) and other private non-profit groups that are promoting practical projects in these areas. There are two categories of grant under the program: general grants, with no restriction on the implementation sites or on the grant amount per project; and small-scale grants (targeting activities in Japan), with a limit on the grant amount per project and with simpler application procedures. In total, approximately 200 million yen in grants will be awarded for 2008.

For application guidelines and an overview of 2007 recipients, please see the attached "Toyota Environmental Activities Grant: Program Summary".

*¹ From April 1, 2008 to March 31, 2009.

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

Toyota Environmental Activities Grant: Program Summary

Grant Themes

"Global Warming Countermeasures" and "Biodiversity Conservation"

Grant Categories

1. General Grants

There is no restriction regarding project implementation site(s) or limit on the grant amount per project. This grant targets projects aimed at environmental education activities and hands-on learning (or creating and providing the opportunities for such activities), as well as projects aimed at implementing experiment-based environmental technology at the community level.

2. Small-scale Grants

Projects should be implemented in Japan, with the maximum grant amount of two million yen per project. This grant targets practical, community-based grassroots activities aimed at protecting the local environment.

Grant Period

Up to three years for general grants and up to two years for small-scale grants (starting from January 2009).

Application Period

April 25 to June 20, 2008 (applications must arrive by June 20)

Notification of Decision

The Selection Committee, consisting of seven experts from Japan and overseas, will review the applications and select grantees. Applicants will be notified in writing by the end of October 2008.

Contact Information

Inquiries regarding application procedures and further details about the program should be addressed to:

Toyota Environmental Activities Grant Program Secretariat
MBE Box 363, 2-3-6 Otemachi, Chiyoda-ku, Tokyo 100-0004 JAPAN
Phone: +81-3-3272-1925 Fax: +81-3-3272-1926
E-mail: toyota-ecogrant@mri.co.jp

Detailed information is available online at:
<http://www.toyota.co.jp/en/environment/ecogrant/>(English)
<http://www.toyota.co.jp/jp/environment/ecogrant/>(Japanese)

■ Selection Committee Members

| Name | Title/Organization |
|-----------------------------------|---|
| Dr. Keiko Nakamura (Chair) | Director General, JT Biohistory Research Hall (Japan) |
| Dr. Motoyuki Suzuki | Professor, University of the Air (Japan) |
| Dr. Eiji Hosoda | Professor, Faculty of Economics, Keio University (Japan) |
| Dr. Ashok Khosla | President, Development Alternatives (India) |
| Dr. Peterson Myers | CEO, Environmental Health Sciences and Board Chair, National Environmental Trust (U.S.A.) |
| Dr. Göran A. Persson | Chairman, Euro-CASE Platform on Energy/ Environment (Sweden) |
| Mr. Toshiaki Hayama | Managing Officer, Toyota Motor Corporation (Japan) |

■ Previous Grantees and Projects

1. Grant Project Statistics by Year and Region

| Project Implementation Sites | Total sum | FY2007 | | | FY2006 | | | FY2005 | | FY2004 | FY2003 | |
|------------------------------|-----------|-----------|----------|-------------|-----------|----------|-------------|-----------|----------|-------------|-----------|-----------|
| | | Sub total | Category | | Sub total | Category | | Sub total | Category | | Sub total | Sub total |
| | | | General | Small-scale | | General | Small-scale | | General | Small-scale | | |
| Asia | 53 | 7 | 7 | 0 | 7 | 7 | 0 | 7 | 7 | 0 | 10 | 3 |
| The Americas | 15 | 2 | 2 | 0 | 3 | 3 | 0 | 1 | 1 | 0 | 1 | 2 |
| Africa | 13 | 3 | 3 | 0 | 3 | 3 | 0 | 1 | 1 | 0 | 4 | 2 |
| Europe | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 0 | 0 | 2 |
| Japan | 51 | 15 | 0 | 15 | 12 | 0 | 12 | 13 | 0 | 13 | 1 | 1 |
| Others | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 140 | 27 | 12 | 15 | 25 | 13 | 12 | 24 | 11 | 13 | 16 | 10 |

2. FY2007 Awardees of the Toyota Environmental Activities Grant Program

| Category | Project Title | Organization (Country) | Implementation Sites |
|----------|---|--|----------------------|
| | Creating Sustainable Income for the Katukina Indians, by Extracting and Commercializing Copaiba Oil from the Amazon Forest | OPAN-Operação Amazônia Nativa (Brazil) | Brazil |
| | Energizing Farm and Households through Bio-Fuel Production and Extraction of Petroleum Nut (Pittosporum Resineferum) Cordillera Region, Philippines | Pine Tree (Philippines) | Philippines |
| | Sanjeevani: A School-based Medicinal Plant Education and Conservation Initiative | Center for Environment Education (CEE) (India) | India |
| | Vitalization of Regional Economy and Society through the Sustainable Use of Natural Resources | Japan Environmental Education Forum (JEEF) (Japan) | Indonesia |
| | | | |

| | | | |
|---------------------------|---|---|------------|
| General Grants | Promoting the Environmental Protection in the Mekong Delta Area of Vietnam by Supporting the Community Initiatives | The Community Health Development Research Center (Vietnam) | Vietnam |
| | Pasture Regeneration, Erosion Control through Waste Processing Recovery and Bioresource Management for Nomadic and Rural Crop Farmers | Generation for Environmental Education and Enhanced Renewal – GREENER (Nigeria) | Nigeria |
| | Training Farmers for Green Action, Mozambique | Ajuda de Desenvolvimento de Povo para Povo (ADPP) Mozambique (Mozambique) | Mozambique |
| | Building the Sustainable Bio-Fuel Supply Chain for the Poor Farmers in Rajasthan, India | Humana People to People India (India) | India |
| | Urban Water Environment Improvement Project for Vietnam | The Institute of Cultural Affairs, Japan (ICA Japan) (Japan) | Vietnam |
| | Environmental Technology Education and Integrated of Community-based Renewable Energy Projects | Green Empowerment (U.S.A.) | Peru |
| | Healthy Wetlands, Healthy People: Educating and Mobilizing Youth in Conservation and Management of Lakes of Pokhara Valley, Nepal | Wetland Friends of Nepal (WFN) (Nepal) | Nepal |
| | Community-based Mariculture and Mangrove Management in Kenya | Kwetu Training Centre for Sustainable Development (Kenya) | Kenya |
| Small-scale Grants | Resuscitation and Foresting of Terraced Paddy Fields and Rural Area (Satoyama) in Nishihata District, Ikoma City | Ikoma Rice Terrace Club (Japan) | Japan |
| | "Manufacturing" 3R Factory | Hachimansakagurakoubou (Japan) | |
| | Yama Ganmari | Sangosya Schole (Japan) | |
| | Citizens' Kushiro Swamp Nature Rehabilitation Project | Approved and Authorized NPO "Trust Sarun Kusiro" (Japan) | |
| | Environmental Education and Town Planning Based on Pika Conservation Activities | Pika'sTown Making Design Project Conference (Japan) | |
| | Chikurintic Project | Nonprofit Organization Environmental Design Experts' Network (Japan) | |
| | Environmental Education Project, Utilizing Fish Grown in Paddy Fields | Traveling Fish Supporters (Japan) | |
| | Urayatsu Restoration Project | Urayatsu Restoration Committee (Japan) | |
| | A Project to Hand Down Terraced Paddy Fields to Future Generations | People Forest Network (Japan) | |
| | Development of Permanent Nesting Locales for Little Terns and Survey of their Nesting Environment | NPO Little Tern Project (Japan) | |
| Project for Environmental | | | |

| | | |
|--|---|---|
| | Conservation and Creation of a Business Model Backed Up by Community Cooperation | NPO Team Ebisu (Japan) |
| | Database of "Noyaki (Traditional Field Burning) and Wachigiri (Firebreak Mowing)" of Pastures | Aso Greenstock Foundation (Japan) |
| | History of Living Environment of Taketomi Island | NPO Takidhun (Japan) |
| | Promotion of Environmental Conservation in Koajiro Forest | Non-Profit Organization Koajiro Outdoor Activity Organizing Committee (Japan) |
| | "Renaissance of Cooking Oil Culture" Project | Workshop for Sustainable Community (Japan) |