

PROTECTED  
関係者外秘



# For the World and For People

~Toward Resolving Social Issues through Our Business Operations~

## To start this initiative

The words “For the World and For People” of Sakichi Toyoda have been passed down to the Toyota Boshoku group. We are contributing to the realization of a sustainable society by resolving social issues through our business operations. To continue to be a company deemed to be necessary in society, it is essential that each and every one of executives and members strives to work day-to-day with the aspiration of “For the World and For People.”

We will deliver the enthusiasm of management who wants to make more effort together with TB group members. We will also introduce the Principles of Toyoda and other information including SDGs\*1 as well as activities taken by segments. \*1 SDGs: Sustainable Development Goals

## “Toward the Next 100 Years” from Mr. Numa (President)



Myself who newly got appointed

Do you remember what year 2018 meant to Toyota Boshoku? It is the 100th anniversary of our founding and the year when I became a president. What should I do for Toyota Boshoku as a president? I thought it would be “pass the baton to the next 100 years.” The first thing I did to hand over to the next 100 years is to learn from Japanese longevity companies. I visited Kongo-gumi (founded in 578), the oldest company in the world, and Maruya Hatcho Miso (founded in 1337) and learnt many things from each company president’s interview. **“For the World and For People” is practiced, a company can be admitted as a company that society needs and the company can survive.**

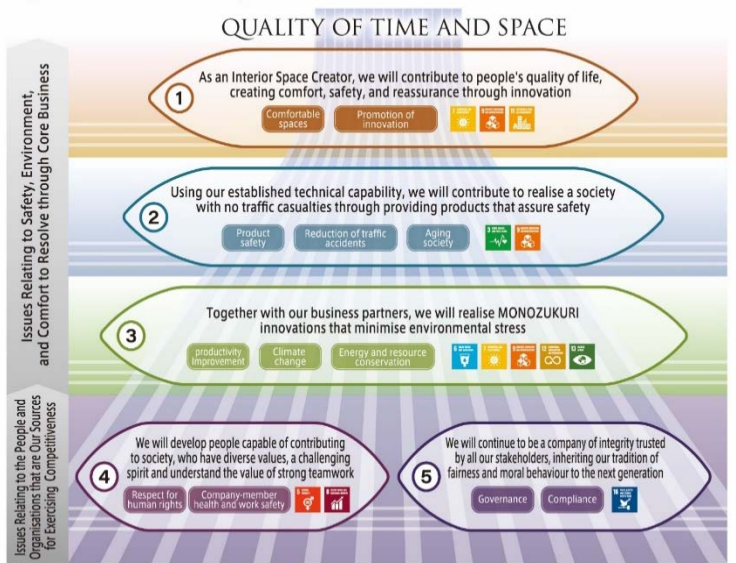
Next, I learnt what kind of company will be undermined from *the Visionary Company’s* “Five Stages of Decline.” In order to continue to live for the next 100 years, it is **“necessary to be honest, sincere, modest and make efforts.”**

By formulating materiality\*2, what Toyota Boshoku group should do in response to society’s needs is now clear. **Achieving materiality will lead to the next 100 years.** I have visited more than 200 domestic and overseas sites, listened to the voices of TB members, thought together and made actions together. I believe my responsibility is to make Toyota Boshoku group develop further and achieve **HITOUZUKURI**\*3 that will lead to the next 100 years.

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\*2 Materiality: key issues related to the company  
\*3 Human resources development to realize Principles of Toyoda

**Materiality of the Toyota Boshoku group**  
There are five materiality issues: three in response to “issues relating to safety, environment, and comfort to resolve through core business,” and two in response to “issues relating to the people and organizations that are our sources for exercising competitiveness.”



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As we cannot achieve HITOZUKURI in a single day, it is important for us to work hard for SDGs on a daily basis. I use stairs every day. Of course, this is for the purpose of energy conservation and health maintenance, but it is also for the purpose of exchanging greetings with company members on the stairway. I and all of you are comrades who will create the next 100 years of Toyota Boshoku, so please do not hesitate to speak to me. I sincerely look forward to exchanging words with as many members as possible.

*I would like you to take Toyota Boshoku's materiality as your own. I will do my utmost to achieve it. Let's work together for the next 100 years of Toyota Boshoku.*



## Re-consider the Principles of Toyoda <Part 1>

The Principles of Toyoda was organized and codified under the leadership of Risaburo Toyoda\*4 and Kiichiro Toyoda\*5, based on the ideas of Sakichio Toyoda. Since it was enacted more than 70 years ago, some words are not familiar to us.

How will words of the Principles of Toyoda be when translated into modern language? Also, how should we as members of Toyota Boshoku comprehend? Let's think together.

### **[A little break]**

**Q. Which year was the Principles of Toyoda formulated?**

- A. ① In 1918 (Year when Sakichi Toyoda founded Toyota Boshoku)
- ② 1935 (5 years after the death of Sakichi Toyoda)
- ③ 1943 (Year of merger with Toyota Motor Corporation)

\*4 a son-in-law of Sakichi Toyoda

\*5 a son of Sakichi Toyoda

## Always be faithful to your duties, thereby contributing to the company and to the overall good.

Translation: Everyone contributes to society and strive to make Japan a more respectable country by sincerely fulfilling their duties.

➔ (e.g.) **Contribute to sustainable social and economic development through MONOZUKURI\*4**



\*4: Manufacturing and Craftsmanship

## Always be studious and creative, striving to stay ahead of the times.

Translation: Always don't forget the spirit of research and creativity, and always stay ahead of the times.

➔ (e.g.) **Realize better mobility, safety and comfort in social life.**

➔ (e.g.) **Strengthen our competitiveness and refine expertise to become the world's No. 1 in our own fields.**

**Take on the challenge of new business areas.**



The remaining three items will be introduced in the next two issues.

The answer to the "a little break" question is ②.