

TKEN CSR BULLETIN 2012

MD's Message



It is my pleasure to say a few words in this article of the first publication of TKEN CSR Bulletin

The purpose of any business is to contribute back to our stake holders which are mainly, Customers, Suppliers, Shareholders, Employees and the local community.

Among these stakeholders the needy community is the only one which does not have any direct interest with our business.

We, as the market leader in motoring, should take an active initiative to assist our community. Our vehicles touch the lives of so many people in so many ways, as our slogan goes...The car in front is always a Toyota...it is only natural that we take up the big brother role and take up more responsibilities as compared to our competitors.

I will really appreciate you all sharing your views and opinions on TKEN social responsibility activities.

Introduction

Corporate social responsibility (CSR) is a form of corporate self-regulation integrated into a business model. The goal of CSR is to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere who may also be considered as stakeholders.

Toyota Kenya Ltd (TKEN) takes cognizance of the fact that as a business entity, it is part of the society and that its activities impact on the environment. The company thus appreciates that it has a key role and responsibility to contribute to the society and to ensure a cleaner, safer and healthier environment.

Over the years, Toyota Kenya Ltd has continued to contribute to societal and environmental well being in many areas such as health, education, Social welfare and public safety. For instance, the Toyota Kenya Foundation has continued to run a scholarship program that benefits bright and needy students in Kenyan colleges.

The following constitute s the TKEN Social Contribution focal areas:

- a) Education (Human Resource Development) including:**
 - (i) College education in the fields of medicine, engineering, environmental management & agriculture (Toyota Kenya Foundation)

- b) Environment including projects that aim at:**
 - (i) Mitigating Global Warming and Ozone Layer Depletion e.g., Carbon reduction promoting use of cleaner fuels and promotion of energy efficiency
 - (ii) Rehabilitation or remediation of degraded or contaminated environments
 - (iii) Environmental conservation projects including tree planting and wildlife protection
 - (iv) Proper waste Management

- c) Social Welfare including:**
 - (i) Community Health Promotion (including Maternal and Child Health (MCH), Water and Sanitation and disease prevention.
 - (ii) Poverty alleviation (innovative projects aimed at poverty reduction)
 - (iii) Sports
- d) Public safety including:**
 - (i) Traffic or Road safety
 - (ii) Safety awareness

CSR committee

The TKEN SC Working Committee comprise of members drawn as follows:

- 1) Managing Director
- 2) Human Resources Department Representative
- 3) Corporate Planning Representative
- 4) Marketing Representative
- 5) CSR/ Marketing Coordinator
- 6) Customer Relations Representative
- 7) Mombasa Toyota Representative
- 8) Yamaha Representative
- 9) Eldoret Toyota Representative
- 10) Westlands' Representative

Major CSR activities in 2011

TKEN sponsored the following projects in FY2011/2012

A. Leadership and Management program

- This was done in partnership with Strathmore University & Rafiki wa Maendeleo Trust with a theme '*Many little people in many small places undertaking many modest actions can transform the world*'
- Toyota contributed Kshs. 1,000,000 towards supporting the initiative.
- The overall objective was to strengthen the capacity of Rarieda district's Primary & Secondary school head teachers, to become leaders who can provide the management needed for their schools to cope with demands of teaching. Governance and accountability.
- Several schools across Rarieda District entered in the School improvement competition focusing on financial management, Leadership, Work Ethics, Human Standards. Managing HIV & drug abuse, Role of parents and educating the will.
- The winning schools with best strategies were awarded i.e Nyabera primary, Kahoya Primary, Mirau Primary, Gundarut Primary, Akuom Primary & Nyagoko Secondary.



B. Kwale District Eye centre

- This is a community based program responsible for increasing awareness of eye health community through schools religious centers, local government administration, village health committees, youth and women groups.
- Toyota Kenya gave a donation of Kshs.1, 000,000 which was presented to Dr. Helen Roberts, Medical Director, by Omar Osogo, Mombasa branch manager.



- Toyota team proceeded to Mwena Primary school in Lunga Lunga where outreach screening was organized.





Mlongo identified with congenital cataract.



Mlongo could not hide the joy of seeing again. Her mother is happy that she will now go to school



Before surgery, 87 year old Mzee Tuta Mwatuta being led to the ward by Said Mrabu, area community based worker on arrival at KDEC. He has been blind for over 5 years.



After Surgery - Mzee Tuta could not hide his joy. He has gained back his sight and able to walk by himself



C. SOS Children's' Village

- Toyota Kenya sponsored a house at SOS Children's' Village (Hse.3) with an annual contribution of Kshs.500, 000 towards food, health & clothing of Toyota house members. The company also donated books worth Kshs.500, 000.



D. Maisha First Campaign

- This was a road safety campaign initiative where Toyota Kenya partnered with the standard Group to sensitize the public about road safety awareness during the festive season.
- Key message was communicated on KTN, Radio Maisha and The Standard newspaper.
- There were less accident cases during the period.



FY2012/2013 CSR Initiatives

Toyota Kenya supported the following CSR initiatives;

The Mater Heart Run

- The company contributed Kshs. 100,000 towards supporting Children suffering from heart disease and requires Heart Surgery.

