# Earth Day 2020: Creating a More Sustainable Future

April 22, 2020

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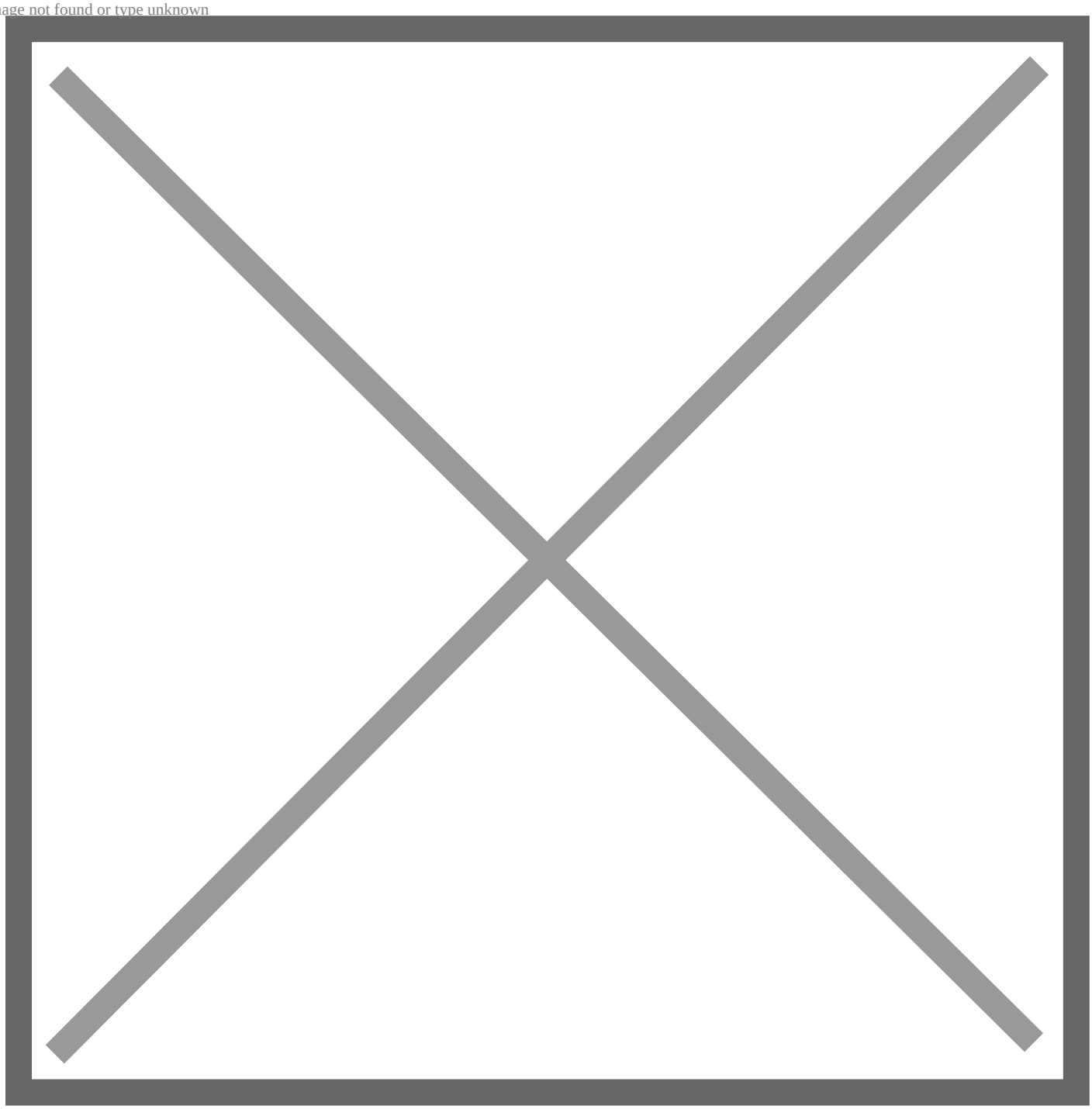

We’ve taken another trip around the sun.

And now, Earth Day is here again to focus attention on the collective responsibility of sustaining our common home.

At Toyota, that responsibility spans all four seasons, with far-reaching goals and initiatives. The biggest of these is the Toyota Environmental Challenge 2050, launched in 2015 and made up of six resource-specific challenges involving reducing carbon dioxide ($CO_2$) emissions, conserving water resources, supporting a recycling-based society and protecting biodiversity. For an in-depth look at the achievements in these areas over the past year, check out Toyota's 2019 North American Environmental Report.

**Key Areas:**

**Carbon**

Toyota is committed to reducing $CO_2$ emissions across its operations, from manufacturing facilities to vehicles on the road.

Central to this target are plans to offer an electrified version of every Toyota and Lexus model by 2025.

Toyota is also reducing freight emissions with the Zero-and-Near-Zero Emission Freight Facilities (ZANZEFF) project. In partnership with Kenworth, Toyota is rolling out 10 hydrogen-powered fuel cell electric heavy-duty trucks (FCETs) in Southern California, which is expected to reduce emissions by 453 metric tons of $CO_2$.

**Water**

TMNA's water conservation strategy focuses on facilities in areas of water risk, or a lack of water, such as Southern California.

Last year, Toyota's North American manufacturing plants recycled or reused 565 million gallons of water, which is equivalent to the annual water use of 5,159 average American families. In Baja California, Mexico, a "high" water risk area, the local Toyota manufacturing plant developed a unique water recycling system that saves 23 million gallons of water per year. And at the vehicle assembly plant in Georgetown, Ky., team members now turn off the reverse osmosis system when not in use, saving approximately 15 million gallons annually.

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**Materials**

One of the most crucial aspects of sustainability is in the recycling of materials. Innovations such as bio-based plastics—plastics derived either wholly or in part from plant materials—used in seat cushions; post-industrial garment clippings—made of cotton and synthetic fibers—used in door panel insulation, floor silencer and floor mats, help boost recycling efforts.

In 2018, Toyota's North American facilities recycled, reused or composted 93 percent of all waste, keeping more than 755 million pounds of waste kept out of landfills and incinerators.

**Biodiversity**

Biodiversity, the variety and interdependence of species and ecosystems, is one of Toyota's key environmental focuses.

Examples of initiatives are also varied. For example, at 17 sites across the U.S. and Canada, Toyota maintains pollinator gardens supporting monarch butterflies along their migration path, protecting the natural life cycle. Toyota has also partnered with the Wildlife Habitat Council (WHC) since 1999, as well as conservation programs certified by the WHC, to sustain wildlife habitat and conservation education programs. Recently, Toyota donated $200,000 to the Partnership for Regional Invasive Species Management (PRISM) to help protect biomes against the threat of invasive species.

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**Working Together for a Sustainable Future**

Toyota team members support these goals month by month, including volunteering across a range of programs annually on National Public Lands Day. In this and other acts of environmental stewardship, Toyota Motor North America unites in the core mission to be strong corporate citizens and participate in the challenge to create a better world.

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