

Toyota Mobility Foundation Accepts Applications for the Make a Move Project, a Contest of Ideas to Build an ever-better Mobility Society

Tokyo, Japan (1 June 2022) - The Toyota Mobility Foundation (TMF) has launched the Make a Move Project, an idea contest aimed at both drawing on the vision and know-how of various people to realize an ever-better mobility society and establishing social implementations of their ideas and solution. The contest opened to applications on June 1.



Contest website: <https://mobility-contest.jp/>

Activities to build communities where people have access to diverse means of mobility and enjoy fulfilling lives have been a mainstay of TMF both in and outside Japan. To promote the innovation essential to further expanding those activities, this contest fosters competition for new ideas and solutions between people and groups engaged in a variety of disciplines, and is designed to increase the grant offered after each screening step.

In addition, the contest also aims to generate and establish valuable solutions for the future while creating ties between participants and building a community that innovates sustainably. Doing so empowers participants who were not selected to support the proposals that did pass the screening.

Under the theme of *Mobility for All—Bringing the Potential of Mobility to Everyone*, the first stage of this contest focused on motor sports. Submissions for ideas or solutions that would enable anyone, regardless of whether they have a disability, to enjoy watching motor sports as well as to benefit from a fun and comfortable trip to the venue, were accepted between June 1 and 17. A video (<https://youtu.be/BnZfkrw5DWY>) compilation of the racing venue impressions expressed by people with sight, hearing, or physical disabilities has been made available to serve as a springboard to come up with various ideas.

The proposals that pass the initial screening after the application period is over will be receive activity grants (a maximum of 15 million yen per proposal) to conduct a pilot project at the Okayama International Circuit on October 15 and 16, 2022. The pilot projects will be followed up by a final screening, with the selected proposal receiving a further grant to establish a social implementation of the project.

Applications for the second stage, under the theme of *Fun & Safety—Safely Experience Peak Excitement*, will be accepted in July. (Details will be announced on the website at a later date.)

Application theme A

Mobility for All—Bringing the Potential of Mobility to Everyone

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| Period | June 1 to June 17 (until 23:59), 2022 |
| Concept | A world where everyone can just be themselves. How can anyone enjoy watching races, regardless of whether they have a disability or not? |
| Rewards | First screening: Maximum grant of 15 million yen for each selected proposal (total sum of 200 million yen). Final screening: The proposal selected after the pilot projects at Okayama International Circuit on October 15 and 16 will receive a grant that increases the sum received in the first screening. |
| Submissions | Submit your entry via the https://mobility-contest.jp/ website. |

Application theme B

Fun & Safety—Safely Experience Peak Excitement

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| Period | Starting in July 2022 |
| Concept | Your stage: racing venues. Unlimited potential. The pursuit of fun is also the pursuit of safety. |
| Rewards | Selected proposals will receive funding to carry out their project. The maximum amount is still under consideration. |

Eligibility for Each Theme

- People or groups (either for- or non-profit) in or outside Japan that agree with the concepts of the contest and can pursue its activities together.

Since its founding, Toyota Motor Corporation has respected all of its stakeholders, including customers, business partners, employees, and the local communities as it carried out business activities aimed at building an affluent society through automaking. This led to founding the Toyota Mobility Foundation (TMF) in August 2014 to carry out even more public interest-oriented activities.

TMF dedicates itself to finding solutions to worldwide mobility issues through a broad variety of projects aimed at realizing a mobility society that offers freedom of movement to all people. It will continue to capitalize on the skills and know-how built up through Toyota Group business activities and collaborate with a wide range of partners to pursue activities aligned with the sustainable development goals (SDGs) established by the United Nations and contribute to the realization of a society that offers everyone a fulfilling life.

SDGs goals that this project makes particular contribution to



Contact: Toyota Mobility Foundation
Email: info@toyota-mf.org