

Tateshina Meeting Held as a Platform to Promote Discussion and Expand Collaboration Toward Realizing Zero Traffic Accident Casualties

Subcommittees established as a framework for companies to strengthen initiatives

Chino City, Japan (July 18, 2023) - Today, Toyota Mobility Foundation (TMF), in cooperation with numerous companies and organizations involved in mobility, held the Tateshina Meeting near the Shoko-ji Temple, which was built to pray for traffic safety, in the foothills of Mt. Tateshina in Chino City, Nagano Prefecture. The meeting aimed to promote discussion and expand collaboration among the participants, with the goal of achieving zero traffic accident casualties. Due to the COVID-19 pandemic, this was the first time the meeting was held in four years since the inaugural meeting in 2019. This year, approximately 100 individuals participated, including executives from over 30 companies and organizations from Japan and overseas, and a lively exchange of views and opinions took place. The meeting is scheduled to be held regularly from next year onward.



The meeting started with a keynote speech looking back on past traffic safety initiatives, such as the development of safety technologies, legislation, and infrastructure. This was followed by a presentation on cutting-edge efforts to make cars even more intelligent. The final presentation

explored the possibility of combining humans and AI in the future to maximize the capabilities of both, leading to safer driving.

Overall program

#	Program	Content	Speaker
1	Presentation (1)	A review of traffic safety initiatives to date (Past)	Goro Okazaki Automobile journalist Director, Toyota Mobility Foundation
2	Presentation (2)	Latest traffic safety initiatives (Present)	Hiroshi Mushigami Senior Vice President of Core AD/ADAS, Woven by Toyota, Inc.
3	Presentation (3)	Development of Human-centered AI (Future)	Dr. Gill Pratt, CEO, Toyota Research Institute (TRI)
4	Discussions & wrap up	<p>Top executives from participating companies and institutions discuss the following topics</p> <ul style="list-style-type: none"> • Activities for advancing the “three-pronged approach” (people, cars, traffic infrastructure) • Promotion of data/technology utilization • Rule making, etc. 	All meeting participants

Next, during the discussion phase and throughout the entire meeting, the need to adopt a “three-pronged approach¹” involving cars, people, and traffic infrastructure to achieve zero traffic accident casualties was shared, along with the recognition that “traffic safety is something everyone creates together.” Based on this, each company committed to continue collaborating to advance initiatives while reaching out to as many stakeholders as possible to get involved.

As a specific initiative, subcommittees were launched where numerous companies and organizations will collaborate to address challenges such as accidents involving bicycles and motorbikes and supporting vulnerable groups in terms of mobility, such as the elderly and children. In the future, the subcommittees aim to implement activities based on the “three-pronged approach” while sharing the knowledge of participating members and promoting cooperation with the government, local authorities, and relevant organizations.

¹ Three-pronged approach: The realization of zero traffic accident casualties is based on the concept that activities should take an integrated “three-pronged” approach from the perspectives of cars, people, and traffic infrastructure as expressed by the “development of safe vehicles,” “traffic safety awareness activities targeting people,” and “participating in improving the traffic environment.”

Establishment of Subcommittees and Related Initiatives

Data utilization and visualization of dangerous locations	By integrating various data sets (from automobile manufacturers, participating companies and organizations, cooperating residents, etc.), improve the accuracy of identifying dangerous locations, formulating countermeasures, and verifying their effectiveness, while making further use of such data in concerned communities
Safe driving support for the elderly	Aim to eliminate accidents caused by elderly drivers by providing them with driving support, such as visualizing and improving their driving skills, and providing them with alternate means of transport after they return their driver's license
New awareness-raising activities for children	Develop and implement new methods for raising awareness (utilizing VR, AR, digital twinning, etc.) that will enable children to develop the ability to detect/avoid danger without having to experience real-world risks
Bicycles and motorbikes	Through public-private partnerships, establish a system that will facilitate communication between vehicles and bicycles, leading to zero traffic fatalities involving bicycles and motorbikes, and develop a new awareness-building method for people
Overseas	Focusing on the Asian region, which has a high number of traffic casualties, examine and consider radical measures aimed at reducing casualties, and promote the sharing and expansion of good practices in Japan and overseas

List of companies/organizations participating in the Tateshina Meeting
(35 at time of launch, in no particular order)

Subcommittee Secretariat

Data utilization and visualization of dangerous locations subcommittee

New awareness-raising activities for children subcommittee

Bicycles and motorbikes subcommittee

Safe driving support for the elderly subcommittee

Overseas subcommittee

Tateshina Meeting Background

The Tateshina Meeting was first held in 2019 as a platform for sharing aspirations and promoting collaboration toward realizing zero traffic accident casualties. It is held during the Summer Festival at the Mount Tateshina Shoko-ji Temple², where top executives from the automobile and related industries gather annually to pray for traffic safety.

² Mt. Tateshina Shoko-ji Temple: The denomination is the Hosso sect of Buddhism (the head temple of the sect is Yakushiji). The Shoko-ji Temple was built as a place to comfort the souls of those who perished in traffic accidents, pray for those injured in traffic accidents, and pray for the elimination of traffic accidents. A Summer Festival is held every year on July 17 and 18.

Toyota Times Links:

[Toyota's 50-year prayer toward the elimination of traffic accidents](#)

*2 Mt. Tateshina Shoko-ji Temple: The denomination is the Hosso sect of Buddhism (the head temple of the sect is Yakushiji). The Shoko-ji Temple was built as a place to comfort the souls of those who perished in traffic accidents, pray for those injured in traffic accidents, and pray for the elimination of traffic accidents. A Summer Festival is held every year on July 17 and 18.

About the Toyota Mobility Foundation

The Toyota Mobility Foundation (TMF) was established in August 2014 by the Toyota Motor Corporation (TMC) to support the development of a more mobile society in which everyone can move freely. The Foundation underscores TMC's on-going commitment to continuous improvement and respect for people. It utilizes Toyota's expertise and technologies to support strong mobility systems while eliminating disparities in mobility. TMF works in partnership with universities, governments, non-profits, research institutions and other organizations, creating programs that are aligned with the UN Sustainable Development Goals (SDGs) to address mobility issues around the world.

The project supports the following SDGs.



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