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Toyota Mobility Foundation Selects the Ueyama District of Mimasaka City, Okayama Prefecture for Its First Program in Japan

Provide the Freedom of Mobility in Mountainous Areas, and Contribute to Richer Lifestyles

Tokyo, December 25, 2015 – The Toyota Mobility Foundation (TMF) announced today that it has decided and concluded a grant agreement to support the “Ueyama Mobility Project” in the Ueyama District of Mimasaka-city, Okayama Prefecture. This program, the third assistance project since the establishment of TMF, is the first project in Japan.

The Ueyama District has a history stretching back more than 1,000 years, situated in a bountiful natural environment with 8,300 rice terraces. Many of the rice terraces in the Ueyama District were left uncultivated through the 1990s. Many of these fields have been reestablished thanks to the efforts of newcomers and local residents who, with cooperation from government agencies, have sought to restore the rice terraces from a standpoint of reviving local agriculture and protecting the natural environment. The area is gradually regaining its vitality. However, the district is facing the same issues common to all mountainous areas, including an aging and decreasing population, and the decline of the agricultural and forestry industries. Mobility for the area’s residents has become restricted.

Faced with such circumstances, local NPOs, in cooperation with businesses, governments, and universities, have devised a project to build a new mobility system for mountainous areas through various means for everyday life, agriculture and forestry, and tourism. TMF will provide assistance for this project for the next four years.

Through this project, TMF is working with local communities to provide richer lifestyles in which residents of mountainous areas can enjoy the freedom of mobility, and to promote regional revitalization.

TMF Chairperson Akio Toyoda (concurrently president of Toyota Motor Corporation), said “TMF is supporting the local efforts including restoration of rice terraces by helping to achieve freedom of mobility through this assistance project. We also hope that this project will become a mobility model for mountainous areas, both in Japan and overseas, that are facing the issue of aging populations.”

Overview of the Project

Project Name	Ueyama Mobility Project
Grantees	-Research institute for sustainable rural village (NPO) -Aida Ueyama Tanadadan (NPO)
Cooperative Organizations	Mimasaka City Government, Okayama University, Okayama NPO Center, Local residents, etc.
Project Period	Four years
Project Budget	JPY 220 million
Main Activities	- Establish a system of mobility for mountainous areas that helps to maintain economic sustainability - Introduce and upgrade ultra-small mobility suited to mountainous areas



The Toyota Mobility Foundation was established in August 2014 with the aim of contributing to the realization of a highly mobile society and eliminating disparity in mobility. The Foundation works to address issues in the area of mobility around the world, such as support for projects to alleviate traffic congestion in Thailand and Vietnam.

The Foundation will continue to utilize Toyota's expertise in technology, safety and the environment, working in partnership with universities, governments, non-profit organizations, research institutions and other organizations to address issues in the area of mobility around the world, including resolving urban transportation problems, expanding the utilization of personal mobility and developing solutions for next-generation mobility.

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