



Gdansk
University of Technology



FOUNDATION
for CIVIL ENGINEERING DEVELOPMENT

„Social Responsibility in the aspect of road safety on the example of Toyota"

Jan Okulicz

Dyrektor CSR Toyota Motor Poland

International
Seminar

**GAMBIT
2008**

TOYOTA



Gdansk
University of Technology



FOUNDATION
for CIVIL ENGINEERING DEVELOPMENT

International
Seminar

GAMBIT
2008

Corporate Social Responsibility

- **CSR is a concept whereby organizations consider the interests of society by taking responsibility for the impact of their activities on customers, employees, shareholders, communities and the environment in all aspects of their operations.**
- **The basic activities of Toyota in the area of CSR participation in Road Safety Actions, proecological events and actions, education on different levels.**
- **Toyota's partners are Politechnics, Universities, NGO's, GO's and Charity Organisations.**
- **This activity is inscribed to charter of regulations of the firm and it obligates Toyota for entity in good country citizenship where it functions**

TOYOTA

Jan Okulicz
Dyrektor CSR Toyota Motor Poland



Gdansk
University of Technology







FOUNDATION
for CIVIL ENGINEERING DEVELOPMENT

International
Seminar

**GAMBIT
2008**

Constructing safer car

- Toyota for several years has been improving it's safety systems such as: SRS, ABS, TRC or airbags
- Toyota is one of the leading companies in the EuroNCAP crash tests
- High scores in „childrens safety” category
- Example scores of Toyota models:
 - Yaris 
 - Corolla 
 - Auris 
 - Prius 

TOYOTA



Jan Okulicz
Dyrektor CSR Toyota Motor Poland



Gdansk
University of Technology



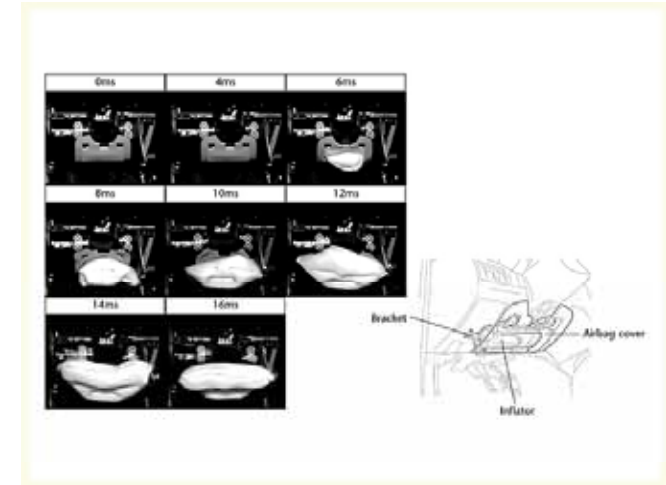
FOUNDATION
for CIVIL ENGINEERING DEVELOPMENT

International
Seminar

GAMBIT
2008

Constructing safer car

- Toyota models in which noticeable developments concerning safety have been done:
 - Corolla Verso – first knee airbag for the driver
 - Land Crusier V8 – 14 airbags – largest numebr in the world
 - Toyota as the first automotive manufacturer has introduced the Pre-crash Safety System



TOYOTA

Jan Okulicz

Dyrektor CSR Toyota Motor Poland



Gdansk
University of Technology



FOUNDATION
for CIVIL ENGINEERING DEVELOPMENT

International
Seminar

**GAMBIT
2008**

Actions for safety

- April will be the „Safety Month” in Toyota
- Cooperation with Polish Red Cross and the media in promoting road safety
- Special journalist contest for best road safety article



TOYOTA

Jan Okulicz
Dyrektor CSR Toyota Motor Poland



Gdansk
University of Technology



FOUNDATION
for CIVIL ENGINEERING DEVELOPMENT

Toyota actions for education and safety

- R2R – **Road to Respect** – European Road Safety contest for student of 5 major Polish cities Politechnics.
- This project helps Politechnic students design and create safer roads
- Companies and Universities cooperated on a international level (Poland, Spain, Italy)



International
Seminar

GAMBIT
2008

TOYOTA

Jan Okulicz
Dyrektor CSR Toyota Motor Poland



Gdansk
University of Technology



FOUNDATION
for CIVIL ENGINEERING DEVELOPMENT

International
Seminar

GAMBIT
2008

Actions towards safety

- Partnership in the Euro RAP safety program – devoted to road safety and road assessment
- Partnership with the GAMBIT program and Polish Motoring Union



From Arctic to Mediterranean
First Pan-European Progress Report

TOYOTA

Jan Okulicz
Dyrektor CSR Toyota Motor Poland



Gdansk
University of Technology



FOUNDATION
for CIVIL ENGINEERING DEVELOPMENT

International
Seminar

**GAMBIT
2008**

Actions concerning education and safety

- Toyota is a partner of the EcoDriven campaign which tends to teach people how to drive economically and ecologically
- It is common knowledge that decreasing the speed has a positive effect on the cars economics and also makes the drive safer



TOYOTA

Jan Okulicz
Dyrektor CSR Toyota Motor Poland



Gdansk
University of Technology



FOUNDATION
for CIVIL ENGINEERING DEVELOPMENT

Actions concerning education

- **Toyota takes part in the education process on different levels. Cooperating with primary schools, technical schools and universities.**
- **Toyota for 3 years now has been cooperating with Polish Red Cross in the action „Safe child on the road” – promoting road safety and handing out special reflector stickers**



International
Seminar

**GAMBIT
2008**

TOYOTA

Jan Okulicz
Dyrektor CSR Toyota Motor Poland



Gdańsk
University of Technology



FOUNDATION
for CIVIL ENGINEERING DEVELOPMENT

Movie about safety created with PCK cooperation

- Toyota created a movie concerning road safety and first aid which will be distributed amongst Toyota customers in Dealerships
- The movie has been certified by The Institute of Car Transportation and Polish Red Cross



PIERWSZA POMOC
Film powstał dzięki Toyota Motor Poland

telefony alarmowe:
112 służby ratownicze (działa w krajach UE)
997 policja
998 straż pożarna
999 pogotowie ratunkowe
Czekaj na potwierdzenie przyjęcia zgłoszenia!

Toyota Crash Assistance:
8 800 44 42 42 z tel. stacjonarnych
22/ 874 42 42 z tel. komórkowych

Spis treści

1. Wypadek
2. Procedura alarmowa
3. Reanimacja (resuscytacja kręgowo-oddechowa)
4. Pierwsza pomoc
5. Raty
6. Ciepła i zimna kąpiel
7. Złamania, podwichnięcia, skręcenia
8. Zatrucie jadem
9. Kłopoty
10. Toyota Crash Assistance

Film uzyskał aprobata Polskiego Czerwonego Krzyża oraz Instytutu Transportu Samochodowego.

PIERWSZA POMOC
na wszelki wypadek

TOYOTA TOYOTA



TOYOTA

Jan Okulicz
Dyrektor CSR Toyota Motor Poland

International
Seminar
GAMBIT
2008



Gdansk
University of Technology



FOUNDATION
for CIVIL ENGINEERING DEVELOPMENT

International
Seminar

GAMBIT
2008

Thank you for attention

TOYOTA

Jan Okulicz
Dyrektor CSR Toyota Motor Poland