

# Focusing on Highest Materials Value Across the Business

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## The Fourfold Role of Business

Toyota's goal in the Toyota Global Earth Charter is to "participate in the creation of a recycling-based society". To accomplish this we focus on four main roles that we can play for Sustainable Materials Management:

- **Product SMM:** building products using recycled content, renewable materials, design for recyclability
- **Operational SMM:** waste reduction and reuse, recycling to highest-best use, pursuing closed loop material streams
- **Employee SMM:** developing environmental literacy, providing recycling outlets for home materials
- **Community SMM:** forming local partnerships, sharing expertise, waste pooling with nearby businesses

## Focus on Reduce & Reuse

As part of our next five year environmental action plan, we are changing our metrics and targets to focus efforts on reduce and reuse, over recycling, treatment, and landfilling. Our targets are being examined for following metrics:

- **Avoidance Rate:** Increasing Reduce and Reuse as percentage of total waste profile
- **3R Rate:** Increasing Reduce, Reuse, and Recycle as percentage of total waste profile
- **Total Waste Reduction:** Reducing all recycling, incineration, and landfill, normalized by business activity
- **Non-salable Waste:** Reducing downcycling, incineration, and landfill, normalized by business activity

## Focus on Connections

We recommend that a National SMM Action Plan contain provisions to:

- **National Location-Based Search:** Provide nation-wide location-aware searches to connect local businesses for direct byproduct cycling (waste=food) and for waste pooling (gathering thin byproduct streams together for critical mass) to address rare byproducts
- **Support Common Language:** Support a common terms for claims, achievements, and metrics, particularly around measuring reduce and reuse.