

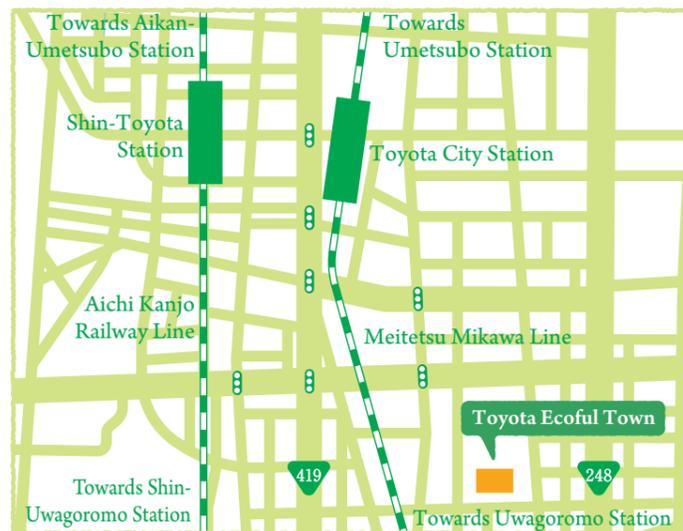


Toyota City is promoting initiatives to achieve Sustainable Development Goals (SDGs)

とよた ecoful town

GUIDE BOOK

とよた ecoful town



Address: 3-11 Motoshiro-cho, Toyota City, Aichi Prefecture 471-0024

Hours open: 9:00 – 17:00

Closed: Mondays (however facility is open on Monday if it is a national holiday)
Also closed December 28 - January 4

Access: The facility is easily accessed from Toyota station using the Chushin Shigaichi Genkanguchi Bus called the Toyota Oiden Bus.

TEL: 0565-77-5669

とよたエコフルタウン

Search

<https://toyota-ecofultown.com/>

Discovering Tomorrow's Standards

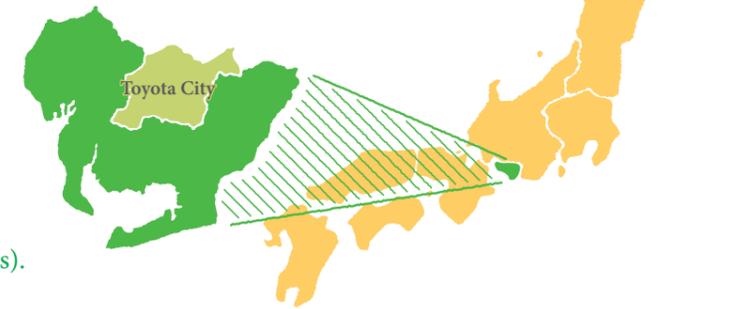




Urban areas and mountainous rural areas. Advanced technologies and archetypal Japanese landscapes. The community of Toyota City creates an abundance born of the connection of these traits.

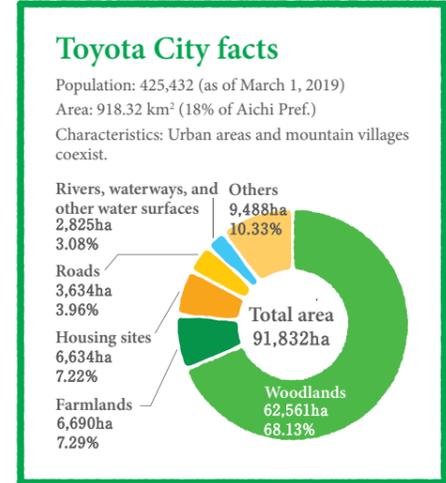
In Toyota City, urban areas and mountain villages coexist and it is brimming with diversity in its people, regions, companies, and technology.

Connecting each and every one of these strengths, and focusing on Energy, Mobility, and Wellness, these initiatives are being unfurled in an effort to achieve our Sustainable Development Goals (SDGs).



Toyota City Key Areas of Focus

- Energy** Low carbon life styles that are comfortable and without excess burden and waste
- Mobility** The freedom of movement for anyone, from anywhere
- Wellness** With healthy minds and bodies, a life style that provides purpose in life and sense of satisfaction

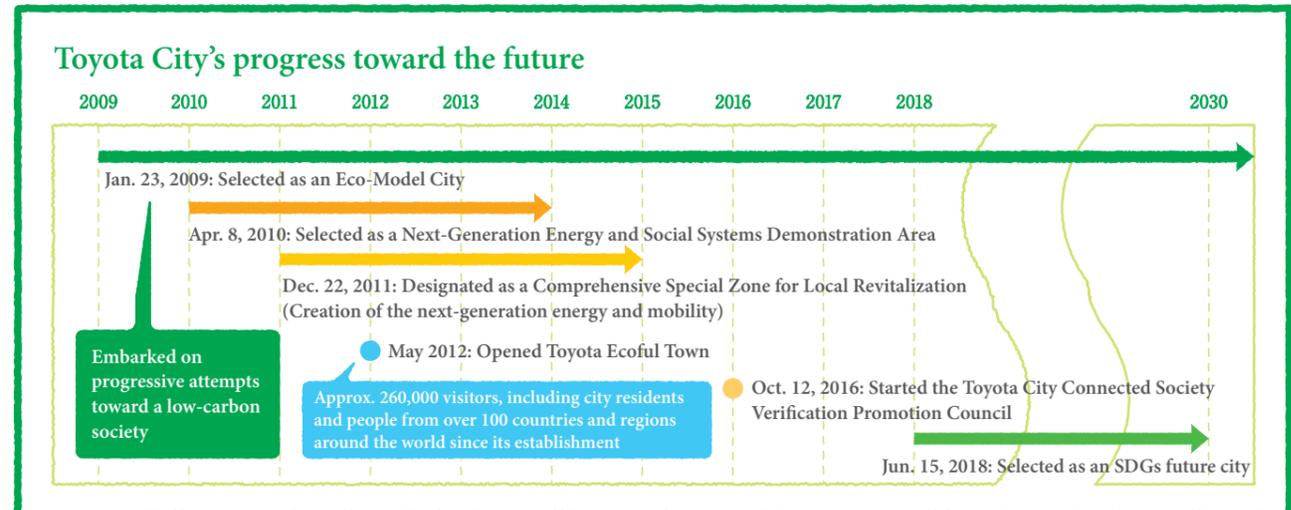


Connected community development will accelerate achievement of our SDGs.

Connecting different traits allows us to impact our future and create new strengths. Focusing on our two major platforms of the “Toyota City Connected Society Verification Promotion Council”^{*1} and the “Oiden / Sanson Center”^{*2}, facilities within Toyota City and the diverse people and groups who gather there are able to overcome barriers between their fields of endeavor to achieve our SDGs and move forward with sustainable community development.



^{*1}: A platform to resolve regional issues through advanced technologies, system verification and installation.
^{*2}: A platform connecting rural and urban areas to offer an abundant lifestyle



Toyota Ecoful Town

Where an abundant lifestyle is the goal

Residents, regions, companies, universities, advanced technologies, and nature—if all these factors are connected and bring out each other’s good points, abundant towns will form.

As a city aiming to create an abundant lifestyle that is also sustainable, Toyota City is focusing its efforts on new initiatives anticipating what life will be like in 10 years, even 50 years from now. Toyota Ecoful Town is a place where you can see and experience some of these initiatives.

Experience advanced technologies that achieve Tomorrow's Standards

Toyota City is committed to creating services for “an abundant lifestyle.” Toyota Ecoful Town houses a wide range of facilities and equipment, including a pavilion where visitors can have a hands-on experience of the city's efforts toward the future and advanced technologies.

Reproducing two areas of Toyota City

Toyota Ecoful Town compactly reproduces the characteristics of Toyota City, where urban areas and mountain villages coexist, and comprises facilities that correspond to these areas.



Toyota Ecoful Town can be enjoyed in many ways.

No reservation needed **Unguided visit** Visitors can visit facilities of their choice at their own pace.

Advance reservation required **Guided tour** Visitors are taken through each facility with detailed explanations from a specially assigned guide.

How to reserve a guided tour Guided tours can be reserved on the Ecoful Town website given below. After reserving a guided tour, a notice stating the receipt of the reservation will be sent by e-mail. After this, once the reservation is confirmed, an e-mail confirming completion of the reservation will be sent. Please note that in some cases, the e-mail confirming completion of the reservation may take some time. Thank you for your understanding. [Website URL https://toyota-ecofultown.com/](https://toyota-ecofultown.com/)

Ecoful Town all-inclusive tour

Guided tour times: (1) 10:30–11:30 AM (2) 1:30–2:30 PM (3) 3:30–4:30 PM

Visitors can choose from five routes based on what they want to learn and experience, and look around the facilities effectively.

Time required Approx. **60 min.**

Tour route example



Other tour route examples

	Start	10 min.	20 min.	30 min.	40 min.	50 min.	60 min.
Toyota City up to now and from now on		Tangible Earth	Toyota Mapping Vision	Toyota, an SDGs Future City	Toyota City, a “Connected” Society	Toyota Time Trip	Project Zone
A smart city connected to the future		Toyota Mapping Vision	Toyota City, a “Connected” Society	Toyota Time Trip	Project Zone	Hydrogen Station	Smart Mobility Park
Seventeen goals to change the world		Tangible Earth	Toyota Mapping Vision	Toyota, an SDGs Future City	Project Zone	Project Zone	Self-guided tour
Toyota, a city of manufacturing		Toyota Mapping Vision	Project Zone	Hydrogen Station	Smart Mobility Park	Smart House	

See pp. 5–6 for details. See p. 8 for details. See p. 7 for details. See p. 9 for details.

*Many other tour routes are available to cover a wide range of purposes of visits. Please ask the staff for details.

Ecoful Town all-inclusive tour + electrified mobility vehicle test drive

Guided tour times: (1) 10:30 AM–12:00 PM (2) 1:30–3:00 PM (3) 3:30–5:00 PM

This tour adds a test drive of an electrified mobility vehicle to the Ecoful Town all-inclusive tour.

Time required Approx. **90 min.**

Test drive requirements

COMS	(1) Driver's license (2) Not intoxicated
Winglet	(1) 140–185 cm in height (2) 30–90 kg in weight (3) Consent from your parent if you are under 16 (4) Not intoxicated or pregnant (5) On rainy days, test drives are not available.
COMOVE	(1) 140–185 cm in height (2) 30–90 kg in weight (3) At least 12 years old (4) Consent from your parent if you are under 18 (5) Not intoxicated (6) On rainy days, test drives are not available.
TOYODA TRIKE	(1) Able to ride a bicycle alone (2) Able to keep one foot on the ground in a stable posture when sitting astride a TOYODA TRIKE (3) Not intoxicated or pregnant (4) On rainy days, test drives are not available.



Pavilion

Renewed
in 2019!



Watch, touch, and share ideas about Toyota's future.

The Pavilion consists of two zones. The Concept Zone shows you Toyota City's history, characteristics, and activities to pursue sustainable community development. The Project Zone is a multi-purpose space for exhibitions, seminars, workshops, and more. On every visit, you will discover new appeal of Toyota City.

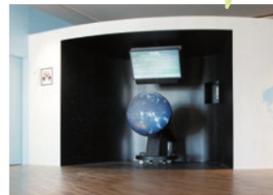


Concept Zone

This zone offers various hands-on experiences of sustainable community development that Toyota City is pursuing.

1 Tangible Earth

Touch and turn this next-generation digital globe with over 100 contents. You can see what is going on with the Earth in real time and feel world-scale social issues familiar to you.



A digital globe to touch

2 Toyota Mapping Vision

A video about Toyota City up to now is projected onto a relief model of the city, giving an easy-to-follow introduction to the city's appeal, ranging from industry to agricultural produce and tourism resources.



Presentation with projection mapping

3 Toyota, an SDGs Future City

The Japanese government has designated Toyota City as an SDGs Future City, which should take a lead in activities to achieve the SDGs. This section features a wide variety of such activities and shows their specific instances.



SDGs shown with LEGO® blocks

4 Toyota City, a Connected Society

The Toyota City Connected Society Verification Promotion Council pursues advanced technology development and verification. This section describes the council's activities, vision for 50 years ahead, and activity plans over the next 10 years.



5 Toyota Time Trip

Hold the tablet over the current Toyota City illustrated on the wall, and you will get a glimpse of the city for 50 years ahead.



Hands-on experience of the AR technology

What are the SDGs?

Sustainable Development Goals the world has agreed on toward 2030. The SDGs are worldwide goals adopted at a UN summit. Seventeen goals for achieving a sustainable world have been established with the slogan "No one will be left behind."



Project Zone



A multi-purpose space for flexible use, including exhibitions, seminars, and workshops

Featuring member companies of the Toyota City Connected Society Verification Promotion Council, the Project Zone showcases technologies and projects that will build our future life. This is a multi-purpose space for flexible use. For example, seminars and workshops are held about advanced technologies and pilot tests.

Permanent exhibits

Advanced Mobility Experience

This section exhibits a wide variety of advanced mobility vehicles. You can test-drive one if you have a reservation.



Exhibition of Future Technologies and Projects

This section exhibits multi-function robots, flying vehicles, and other technologies and projects that will build our future life.



Video Contents

On a wall that also serves as a screen, you can watch videos and panels that introduce projects of many companies.

Other uses



Seminars

This zone is used to hold corporate and other seminars and showcase advanced technologies.



Workshops

This zone is also used as a space for a wide range of work.

Mobility



Toyota City aims for the connection of next-generation mobility vehicles and public transportation. This area showcases various means of transportation and new systems that are more convenient and lower in environmental burden, including the development of public transportation networks and infrastructure based on next-generation mobility vehicles and buses.

Ultra-compact EV COMS

COMS, an ultra-compact EV, has already been in use in Toyota City. COMS emits no CO₂ or air pollutants during driving. COMS is fully chargeable via household outlets in approx. six hours and offers a range of approx. 50 km.

● Exhibitor: Toyota Auto Body Co., Ltd.



Test drive as an option on a guided tour

A standard driver's license required

Ultra-compact mobility vehicle COMOVE

COMOVE, an ultra-compact three-wheel mobility vehicle, is well suited for driving along narrow alleys and on sidewalks. It is easily foldable into a compact size and stored in a small space. COMOVE is fully chargeable via household outlets in approx. four hours and offers a range of approx. 15 km.

● Exhibitor: Toyoda Iron Works Co., Ltd.



Test drive as an option on a guided tour

Ultra-compact mobility vehicle TOYODA TRIKE

The TOYODA TRIKE offers excellent stability with double front wheels and withstands a load of up to 120 kg. This vehicle is customizable with accessories for a wide variety of uses, for example, to carry luggage or give someone a ride.

● Exhibitor: Toyoda Trike Inc.



Test drive as an option on a guided tour

Exhibition at Ecoful Town started in 2019!



Test drive as an option on a guided tour

Personal mobility vehicle ridden in a standing position Winglet

The Winglet is an electric-powered personal mobility vehicle that requires minimal power to drive. You can drive a Winglet by shifting your weight on it. With its pedestrian-friendly compact size and easy driving speed, the Winglet blends in with pedestrian spaces.

● Exhibitor: Toyota Motor Corporation



Smart Mobility Park

This is a charging station for Ha:mo RIDE, an EV sharing service. At the G Station, which has solar power generation and electricity storage functions, you can combine solar power and conventional power to charge electrified mobility vehicles.

● Exhibitor: Toyota Motor Corporation

What is Ha:mo RIDE?

A service for sharing ultra-compact mobility vehicles

This mobility vehicle sharing service enables you to enjoy a short ride when you want to. You can pick up a mobility vehicle whenever you like, and drop it at any station you choose. Subscribers can share an ultra-compact EV (for a fee). Toyota City has approx. 60 charging stations for Ha:mo RIDE.

Environmental Technology



Toyota City is a leader in manufacturing in Japan and the world, and the city is promoting environment-friendly projects in many industrial fields. This area showcases a wide range of environmental technologies, including a hydrogen station indispensable to fuel-cell vehicles (FCVs), rainwater utilization, greening, and heat island countermeasures.

Hydrogen Station

This hydrogen energy station for FCVs is of an on-site type with a hydrogen generator, and has a capacity of producing and storing hydrogen for approx. 30 MIRAI FCVs. In this area, visitors can see special equipment and learn about hydrogen production and FCVs.

● Exhibitors: Toho Gas Co., Ltd. and Iwatani Corporation



This station supplies hydrogen to the fuel cell buses that run around the city and MIRAI.

Greening and Heat Island Countermeasures

Environmental technologies that serve as urban heat island countermeasures are showcased here and there at Ecoful Town, including green-covered pavilion walls, and parking lots and walkways paved with water retentive materials.



Urban Food Production

This area exhibits and introduces products related to new agriculture and greening in urban areas, including a plant factory unit for safe, secure and easy cultivation of vegetables and an "edible green on walls" system.

● Exhibitor: Daiwa Lease Co., Ltd.



Various Environmental Technologies

Environmental technologies are demonstrated, and information about them is given here and there at Ecoful Town. Landmarks to these spots are "Environmental Technology" signs.

- Environmental technology for CO₂ emissions reduction
- Environmental technology for renewable energy utilization
- Building and other commercial materials produced with environmental resources found in Toyota City
- Other environmental load-reducing technologies and products, including greening technologies and recycled materials

Rainwater Utilization

At Ecoful Town, rainwater is temporarily stored underground to prevent its rapid flow into rivers and is drawn into a stream in a garden and sprinkled over planted trees. Exhibits include a small hydraulic power generation device produced with a 3D printer.





Local Production for Local Consumption



This area shows the importance of local production for local consumption, and showcases advanced technologies and facilities that make it possible. This area contains smart houses that propose local energy production for local energy consumption, and a restaurant that uses ingredients produced in Toyota City.

Smart House

Smart houses are “smart” in that they naturally conserve energy with their capabilities to create, store and save energy to be used in the household. This area exhibits four model houses.



House Connected in the Woods

Built mainly with timber produced in Toyota City, this model house proposes a lifestyle that maximizes the power of nature.

● Exhibitor: Nice Corporation



House Passed on for Generations

Visitors can see how a house can change with its occupants' lifestyle at their different life stages.

● Exhibitor: Daiwa House Industry Co., Ltd.



Integrated Pavilion of Housing Environment Technologies

This model house shares experience in environmental technologies and information about refurbishment that correspond to the environment of existing houses.

● Exhibitor: LIXIL Group Corporation



Vehicle-connected House

Visitors can experience a lifestyle that uses energy wisely with HEMS, which connects a house, a vehicle, and advanced technologies.

● Exhibitor: Toyota Housing Corporation

Part of a house renovated as a café 「FAVORITE CAFE」

The House Passed on for Generations assumes that a couple who have finished raising their children have opened a café in part of their house. This café space is actually a café that serves French toast and tea.



Hours Open Tue. to Sat.: 9 AM–10 PM (LO: 9:30 PM)
Sun. & Mon. on national holidays: 9 AM–6 PM (LO: 5:30 PM)

Tel. 0565-31-7773

Closed Mon. (except national holidays)

Food and building materials sourced in Toyota City! House of Local Production for Local Consumption Hogaraka

This restaurant serves carefully prepared specialty dishes using locally produced ingredients. Hamburger steaks are made with local Sanshuton brand pork and generous amounts of locally grown vegetables. The timber used for this building is 100% produced in Toyota City.



Hours Open 11 AM–5 PM (LO: 4:30 PM)
Reservation only for dinner time

Tel. 0565-63-5880

Closed Mon. (except on national holidays)

Exhibitors Mizushima Kensetsu and Nacua

Ideas to be close to nature and make use of woodlands



Woodlands account for almost 70% of Toyota City's area. The city's rich greenery including forests plays a key role in protecting the residents' lives and the city from disasters and absorbing CO₂.

This area showcases the development of healthy forests and activities in *satoyama* (undeveloped woodlands near populated areas), including forest management in anticipation of the next 100 years.



Symbol Tree

A 150-year-old camphor tree, which has seen the growth of Toyota City, has been transplanted here due to redevelopment of the district in front of Toyotashi Station. This tree is a symbol of Toyota citizens' love of nature in their hometown.

Welcome Garden & Concept Garden

These gardens reproduce the nature and scenery of mountainous rural areas in Toyota City, consisting of hills and a stream and rice paddies into which rainwater is drawn. These areas are also used to help visitors learn the know-how of urban greening.

Wooded Area

Appropriate thinning makes forests healthy and prevents mudslides and other disasters. This area compactly reproduces a landscape of a forest where trees are appropriately planted, showing the importance of forest management.

Environmental Model Garden “A Small Forest in the City Center”

This area assumes a yard of a typical house and offers some tips for functional and beautiful planting. Visitors can feel the power of plants, which bring comfort to house owners, create a cozy exterior space, and nurture a spiritually rich life.

Open Square

This area is used for a wide range of events and city residents' recreation.

Hands-on experience is available for the following advanced technologies, too!

ICT-based play equipment

Mirai Park,* ICT-based play equipment for kids with parents, offers hands-on experience of amusement in the near future.

* Developed by NTT West



AR Technology

When visitors hold the tablet over certain spots in Ecoful Town, AR (augmented reality) animation will give them an easy-to-follow explanation of advanced technologies.

VPP	Description of a virtual power plant
Smart Mobility Park	Description of a low-carbon transportation system
Hydrogen Station	Description of hydrogen production
Forest preservation	Description of the necessity and importance of thinning