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Toyota Mobility Foundation Selects Eight Teams as 2022 Finalists in the “Mobility for ALL” Category of its Idea Contest

~ Continues to Seek New Ideas through Open Calls in 2023 and Provide Support for Their Practical Application~

Aiming to realize an “even-better mobility society,” the Toyota Mobility Foundation (TMF) has been implementing the Make a Move PROJECT <https://mobility-contest.jp/> since June of this year. A contest, the project aims to implement ideas and solutions in society together with people who have a range of experience and know-how. With a focus on motorsports, in the “Mobility for ALL ~ Bring the Possibility of Mobility to Everyone” category, ideas for allowing anyone, regardless of the existence of a disability, etc., to enjoy watching motorsports were collected. In October, the 17 teams that passed the first screening round conducted trials to demonstrate the practical societal application of their ideas at locations in Okayama Prefecture, such as the Super Taikyu Race venue.

We would like to announce the results of the trials conducted by these 17 teams in Okayama and the new initiatives planned for 2023. The following eight teams were selected based on sustainability and the perspectives of the parties concerned. Each of the eight teams will be awarded a maximum of 20 million yen (for a total of approximately 100 million yen) to work toward the societal implementation of their ideas, with verification tests planned for motorsports venues in 2023.

Additionally, TMF will seek new ideas through open calls in 2023, aiming to expand the community of people who compete against and help each other.

Selected Teams	Initiative Details
Ashirase Inc.	Improving the functionality and user experience of the “Ashirase” navigation system, which is attached to the shoes of visually impaired people and guides them via vibration
Archinet Inc.	Customer needs verification and commercialization consideration of mobile toilets that are combustible and hygienic and can also be used by people in wheelchairs
ePara Inc.	Creating an experience where people with disabilities form a community and take on the challenge of competing in esports tournaments linked to real competitions
Okayama Broadcasting Co., Ltd.	Training for sign language commentators to realize barrier-free information for motorsports
CONE-XI Co., Ltd.	Improve services that provide mobility support tailored to the needs of people with disabilities by matching home-visit nursing

	professionals and nursing care vehicles, and verify effectiveness in collaboration with medical care providers
Technotools Corporation	Improve devices that allow people with disabilities to operate racing simulators and promote first-hand experiences through use in esports
Dentsu Inc.	Using AI, generate real-time play-by-play audio based on driving data and live video so that visually impaired people can select commentary for the team they wish to support and enjoy the races aurally
Music: Not Impossible (US)	Improve the functionality and user experience of a suit that vibrates according to the sound of motorsport vehicles and allows the wearer to feel the sensation with their entire body

The “Mobility for ALL ~ Bring the Possibility of Mobility to Everyone” category for this contest opened for entry submissions in June of this year. To generate ideas that solve mobility issues within race circuit venues and moving to and from circuit venues so that everyone, regardless of disability, can enjoy motorsports, we released a video (<https://youtu.be/BnZfkrw5DWY>) of people with visual, hearing, and physical disabilities sharing their thoughts and feelings of the circuit venue.

We received more than one hundred entries from Japan and abroad, and 17 teams passed our initial screening, which was based on the perspectives of the parties concerned, the innovativeness of the proposals, and the opinions of external experts. Each team was awarded a grant of up to 15 million yen to conduct demonstration trials at the Okayama International Circuit and other locations in October. During the demonstration trials, we received feedback from more than 100 participants.

Since its founding, the Toyota Motor Corporation has conducted its business activities with the aim of creating a prosperous society through automobiles while respecting all stakeholders, including customers, business partners, employees, and the local communities in which it operates. Accordingly, TMF was established in August 2014 to conduct activities that benefit the public good.

Aiming to realize a mobility society in which everyone can move about freely, TMF is working to solve mobility issues around the world through a diverse range of projects. Going forward, the Toyota Group, working in cooperation with various partners and utilizing the technologies and knowhow it has cultivated through its business activities, will continue to promote undertakings that are aligned

with the UN Sustainable Development Goals (SDGs) while contributing to the realization of a society where people can lead rich and fulfilling lives.

SDG Targets related to the activity featured in this article:



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