

25 May 2018

## TOYOTA GLOBAL ENVIRONMENT

### SOCIAL MEDIA CONTEST

#### Toyota Environment Month 2018

- 1** Find a picture of an animal or a plant based on <sup>1</sup>IUCN Red List species in your country
- 2** Describe reasons why you select it and way to save it within 100 words (in English or native language)
- 3** Share its <sup>2</sup>picture and name with the description on your Facebook and put all hashtag
- 4** Set the post's privacy as "Public"

**#hashtag**

#ToyotaEnvironmentMonth2018  
 #Company's name\_EnvironmentMonth2018  
 (Ex. #TDEM\_EnvironmentMonth2018)  
 #LetsSaveIUCNRedList  
 #WorldEnvironmentDay2018

**Remarks:**  
<sup>1</sup> IUCN Red List can be found on <http://www.Iucnredlist.org/>  
<sup>2</sup> The selected picture needs to be available for public sharing and its source must be mentioned on the post.

**Campaign Period: June 1<sup>st</sup> – 30<sup>th</sup>, 2018**

### LET'S SAVE IUCN RED LIST

PRIZES

**2 iPad mini 4**

**8 Thermos Flasks**

**Winner selection:**

- 1) One person per one post.
- 2) Total score is 100%:
  - 50% for Inspiring & Informative content and practical & outstanding saving tips (Judge by TDEM)
  - 50% for number of Likes and Shares on Facebook (Automatic and duplicated Likes and Shares will not be counted.)
- 3) The winners are persons who get the highest score and must follow all activity method and requirement.
- 4) The decision or judgment of the board shall become final.

Jakarta - Toyota Global Environment Month is an annual event that is participated by all Toyota affiliates in Asia Pacific and held every June for the International Environment Day on 5 June. On this occasion, TDEM as Environmental Affairs Office (EN), invites Toyota Indonesia team members to participate in social media contest with the theme "Let's Save IUCN Red List" which last from 1 - 30 June 2018.

The International Union for Conservation of Nature (IUCN) is an international organization engaged in the conservation of natural resources. The IUCN issued an IUCN Red List containing a list showing the conservation status of a living beings related to the population and its amount in nature. In this list there are various criteria of living beings that indicate the extinction threat level of a species. Until

now IUCN Red List is the most influential guide to the biodiversity conservation status. To find more info you can open the UICN Red List website link as follows: <http://www.iucnredlist.org/>

To join this contest, you follow these steps :

1. Find a picture of animal or plants based of IUCN Indonesia's Red List species
2. Create description / captions in 100 words that contain :
  - The reason you choose animals or plants from the IUCN Red List
  - Make some tips on how to protect animals or plants from the IUCN Red List
3. Use hashtag: #ToyotaEnvironmentMonth2018 #TMMIN\_EnvironmentMonth2018 #LetsSaveIUCNRedList #WorldEnvironmentDay2018
4. Upload your picture and names of animals or plants along with description / caption photo on your Facebook
5. Don't forget to change your profile settings to public.

Terms and conditions of this contest are as follows :

1. One team member may only do one post
2. Photos must be uploaded to Facebook with the hashtags already mentioned and shared publicly.
3. Photo description / caption should be as attractive as possible in English or origin language.
4. Photos and descriptions should be related and easy to understand.
5. Name of selected animal or plant, hashtag and photo source not included in 100 photo annotations
6. This contest may only be participated by Toyota Indonesia team member (TAM / TMMIN).
7. Photos uploaded should taken on 1 - 30 June 2018, afterwards are not counted.
8. The calculation of like & share is done on July 1, 2018.

The winners will be announced on July 18, 2018. Score will be counted 50% based on share & like + other 50% by TDEM assessment for informative and inspiring content (Total score: 100 points)

Post terbaik akan mendapatkan:

The best post will get :

iPad Mini 4 & Certificate for 2 winners

Thermos Flasks & Certificates for 8 winners

Besides that, for each team member who contributes uploading photos will also get interesting souvenirs from TMMIN!

Let's upload photos from now and win the prizes!