



## PRESS RELEASE

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### **Toyota Motor Europe sponsors EurActiv's new Sustainable Development section**

EurActiv.com, a leading internet portal on EU affairs, has signed a new sponsorship agreement with Toyota Motor Europe. Toyota is sponsoring EurActiv's new section on Sustainable Development, available at [www.euractiv.com/en/sustainability](http://www.euractiv.com/en/sustainability) and, from its opening in October, a transport policy section.

Stephen Stacey, General Manager Government Affairs, said: "Toyota Motor Europe, a new company, began work in July. One of its most important tasks is to enhance Toyota's contribution to public policy debates in Europe. We see EurActiv.com as a practical and neutral tool with which to express our commitment. The new section on sustainable development will help monitor progress during and after Johannesburg. And we see the upcoming section on transport as a means of facilitating access to a wide range of views on how to improve mobility while respecting environmental and economic constraints."

EurActiv's Editor, Willy De Backer, underlined the importance of the new sponsorship. "We were very pleased to be able to publish the new section on sustainable development in good time for the World Summit in Johannesburg. This issue - very high on the European Union's agenda - has also become important for business. More and more, corporate sustainability has become a condition for doing good business".

EurActiv's sustainable development section focuses on several topics. Next to a general and historical introduction to the concept and its implications for the economy, the section highlights the EU's Strategy on Sustainable Development, the interaction between business and Sustainable Development, and links with the EU debate on Corporate Social Responsibility.

Toyota joins Solvay, the European Commission's eContent and IST programmes, McKinsey, Club Europa Romania and CEPS as general sponsor of EurActiv.

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For more information, call  
Willy De Backer, Editor, at +32 2 226.58.14 or email [editor@euractiv.com](mailto:editor@euractiv.com) or  
Christophe Leclercq, Publisher at +32 2 226.58.13 or email [publisher@euractiv.com](mailto:publisher@euractiv.com)

The EurActiv website is available via [www.euractiv.com](http://www.euractiv.com) .

#### Note to the editor:

EurActiv.com is the leading private sector portal on EU Affairs. With more than 500,000 pageviews per month, the site is an important working instrument for the majority of EU Actors (institutions, industry federations, NGOs, think tanks, the press and others) involved in defining or influencing EU policies.