

# The Children's Museum Project



When people really feel surrounded by kindness, they will always act kindly.

Through the Children's Museum project, we are creating places where we can all connect to the kindness in the world.

# Company Outline



- **Company Name: Miyata Traffic Co., Ltd.**

- Headquarters: 3-24-12, Karasaki-kita, Takatatsuki City, Osaka, 569-0831, Japan
- TEL072-677-3949 FAX072-677-3522
- Company Foundation: April 20, 1967
- Annual Turnover: 3.7 billion yen (as of March, 2018)
- Branches: Takatsuki (Takatsuki City, Osaka), Hirakata and Komekyohai (Hirakata City, Osaka), Kyoto Minami (Yawata City, Kyoto), Miki (Miki City, Hyoto), Nishinomiya (Nishinomiya City, Hyogo), Handa (Chita-gun, Aichi), Komaki (Nagoya City, Aichi), Okayama (Tsukubo-gun, Okayama), Saitama (Fukaya City, Saitama), Fukuoka (Kazuya-gun, Fukuoka)

The Base of Children Museum Project: International CSV Business Department  
(Ibaraki City, Osaka)

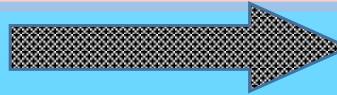
# The Successive Presidents of Miyata Traffic Co., Ltd.

In the past 20 years, the company scale and the number of employees has grown (from 4 hubs to 11, an 80-person workforce to close to 300 today)



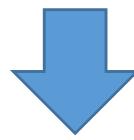
The third company president was installed seven years ago. He set long-term growth targets soon after taking over, and we were all marching

The second president had leadership qualities. The growth that Miyata Traffic is experiencing today is because of his efforts.



The first president was a really friendly and considerate person.

The third president felt the strong pressure to increase the company's sales, for securing the employees' lives.



**His management was motivated by anxiety.**

# The Place where the Accident Occurred



At the height of that period, an accident occurred.

On August 30, 2013, one of our trucks had struck a scooter bike in the highway, and the man driving the scooter bike had been transported to the hospital.

The president hurried to the hospital. He was shown to the morgue. The father in-law of the dead man was there and he offered only the following words:

# The words of a father in-law of the dead man

“I don’t know who is at fault, but right now my son has died.

I want you to understand that the son of mine has a daughter at home who is in the fourth grade.”

The president promised with all his heart that he would not let the man down.

# Distress and Sufferings

Our beloved truck had resulted in a horrible accident.

How can we reduce the pain of that accident?

Turning  
into



# Kindness and Smiles

As he was thinking about this, he saw a piece of paper on the driver's seat of a truck with a drawing done by the driver's daughter, and the president thought, "That's it!" He pictured the back of their trucks featuring a child's drawing and message.



# The First Children's Museum Truck

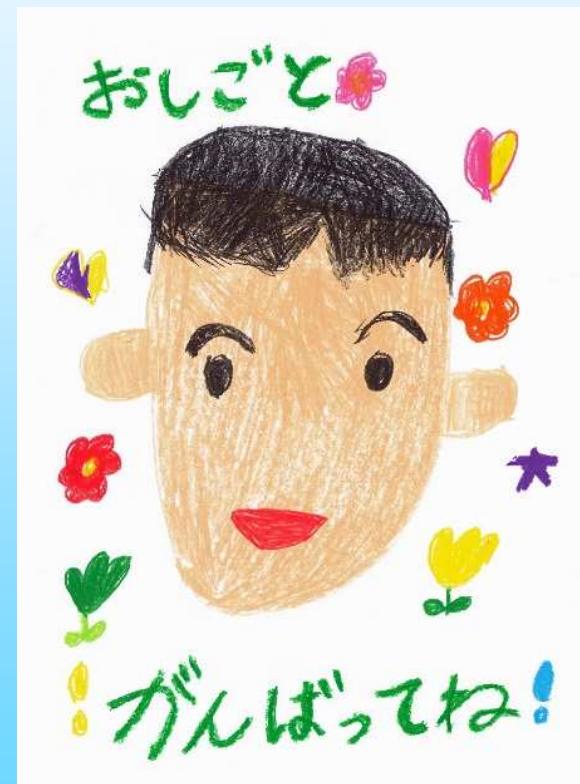
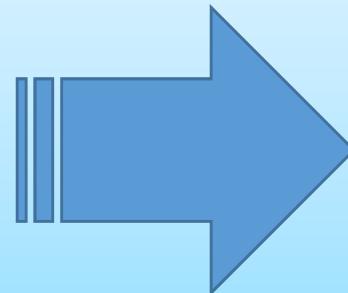


In July 2014  
The first Children's  
Museum truck was  
born.

In January 2019  
This movement spreads  
to 80 companies, and  
312 vehicles with  
children's drawings on  
the road now.

# Safety first

安全第一

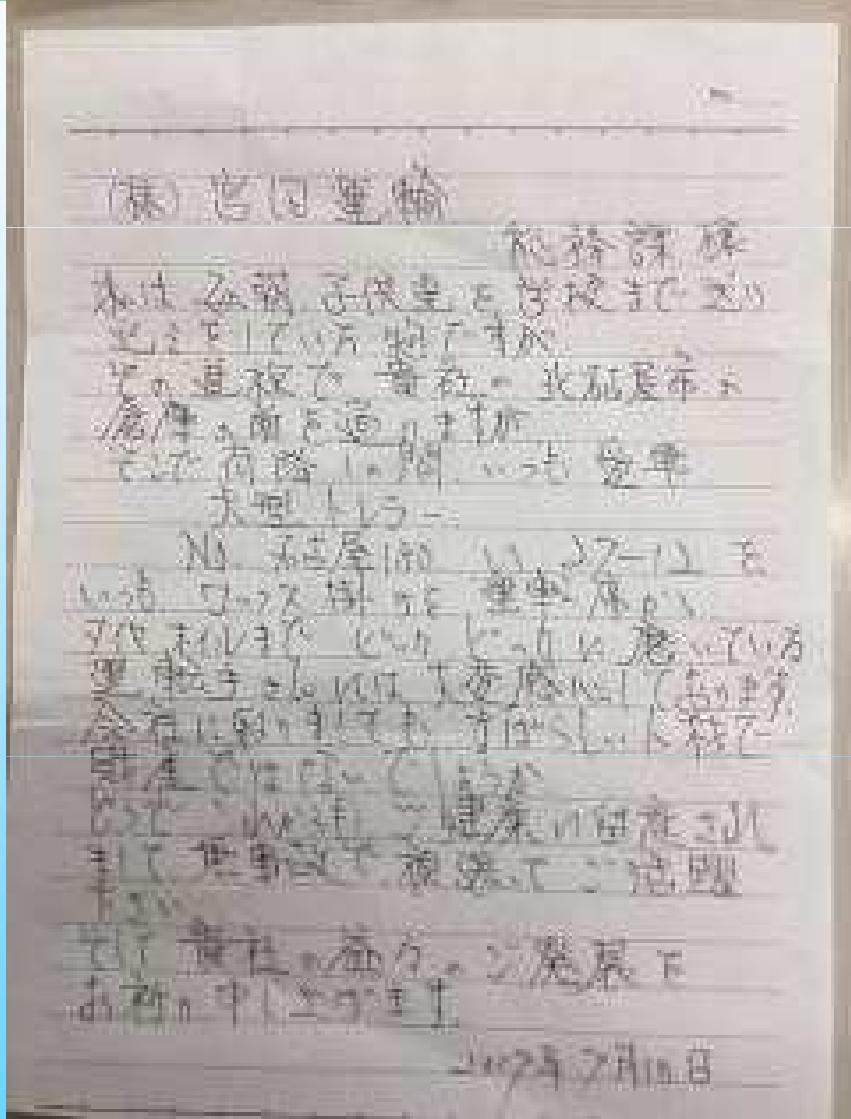


Have to follow the rule = Duty

Want to follow the rule =  
Self-motivated

# Many Thanks Letters

We receive letters and emails from complete strangers.

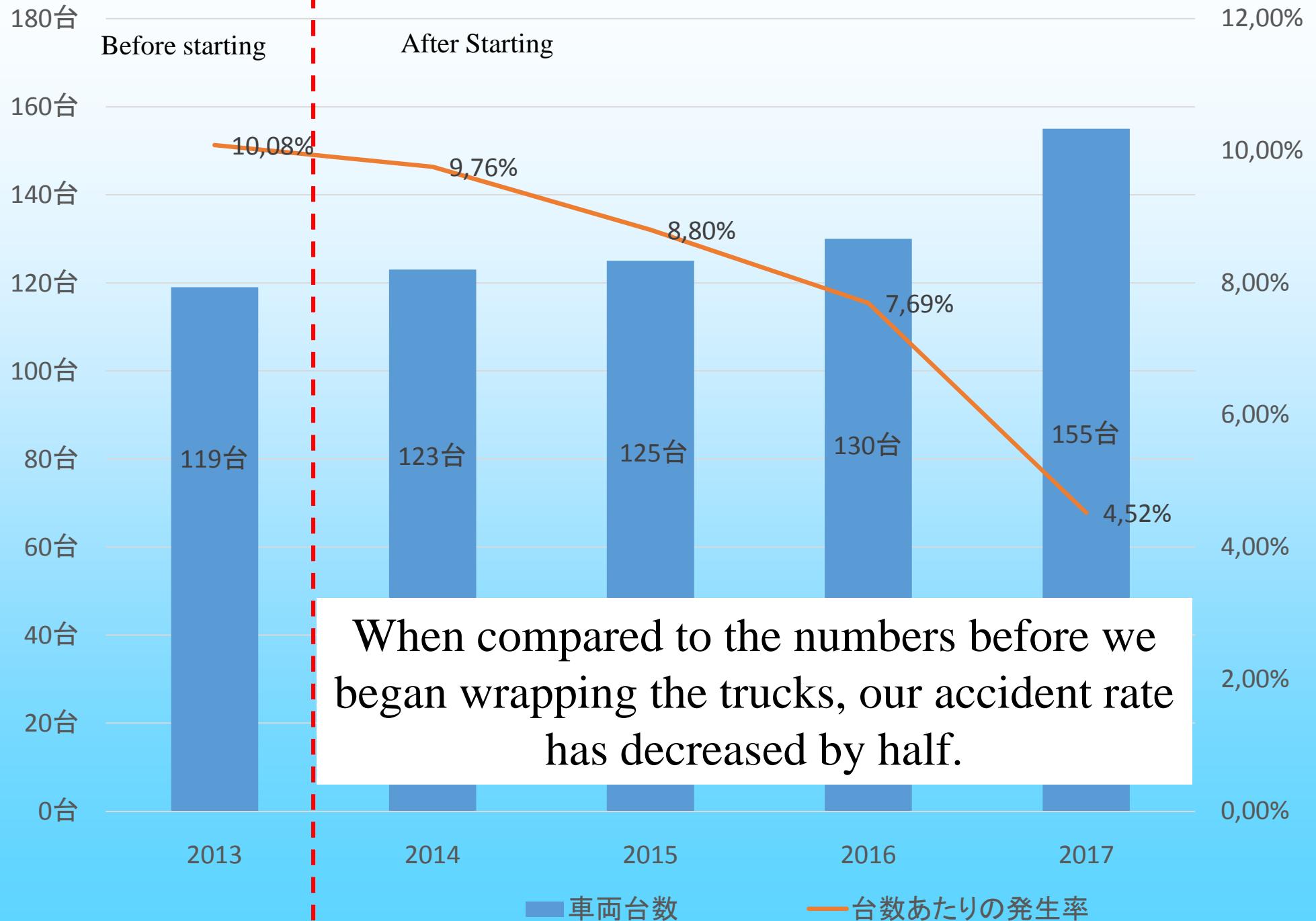


“Your nice truck made me smile. Please keep up the good work.”

“May I take a photo of your truck?”

“As I was getting more and more tense in traffic, I spotted your truck and it settled me down.”

# The Transition of Accident Rate after Starting the Children's Museum Project





## developments in the Children's Museum project

Thanks to repeated coverage in the media of the Children's Museum project, the campaign is spreading. Not through trucks, but through nursing-home shuttles, commercial vehicles, swimming school buses... and not only vehicles, but on company fences, walls, the protective coverings used at construction sites started to appear in all sorts of ways.



## The safety education at elementary schools

When we talk about safety, we don't tell the children that something is dangerous so don't diminish their importance and graciousness.

For example: When crossing the street, make sure to look around carefully and see if someone is coming. If you find someone needing help, be careful of any cars and do your best to assist them. They are all individuals. If they want to do something, that will lead to the safest outcomes.





## Our Further Challenge

The Children's Museum project held its first event at the festival pavilion in Osaka's Senri Banpaku Park.



# We invited the victim's family involved in the five-year-ago accident



His mother in-law was able to attend the event.

She said with a smile,

“In an accident, both the victim and the perpetrator are supposed to be unhappy. We are now living in happiness, so I’m concerned about the person who caused the accident.”



Kindness transcends a person's belief or nationality. When people really feel surrounded by kindness, they will always act kindly. I feel that the Children's Museum Project began with the words of the father of the son who died in the accident. Without any prompting, his words soothed those of us who were on the perpetrator's side. That is true kindness. As I continue these activities, I feel that strongly. I want to create a place that in some small way gives expression to that thought. Those of us at the Children's Museum project will continue to create places where we can all connect to the kindness in the world.



感謝

Thank you for listening!