

Partnership between Toyota SA and the Centre for Responsible Leadership at the University of Pretoria

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From left to right: Prof Jan Van Heerden, Acting Dean of the Faculty of Economic and Management Sciences, Prof Derick de Jongh, Director of the Centre for Responsible Leadership, Prof Giel Nieman, Head of the Department of Business Management, Prof Cheryl de la Rey, Vice Chancellor and Principal of the University of Pretoria, Dr Johan van Zyl, CEO of Toyota SA, and Chantal Welman of the Centre for Responsible Leadership.

On Thursday, 10 March 2011, the Centre for Responsible Leadership (CRL) at the University of Pretoria took possession of a Toyota Prius sponsored by Toyota SA (TSA).

The CRL aims to facilitate the development of a generation of responsible leaders through research, teaching and community engagement. The cornerstone qualities of the CRL are moral courage, global inclusivity, reflective practice and practical wisdom.

The Toyota Prius is a battery-driven car that decreases the carbon footprint on the environment. The Prius was the first mass-produced hybrid vehicle and its arrival announced the next stage in the evolution of motorised transport. More recently Toyota publicly stated its goal of creating cars that “clean the air as they drive and never crash” – a clear commitment to delivering environmental and societal value above and beyond the narrow scope of creating shareholder wealth. The sponsorship of the Prius by Toyota SA indicates the support of this company for the development of the next generation of responsible leaders. Through the use of the Toyota Prius, the visibility of the CRL’s work and indeed the commitment of the University of Pretoria towards educating the next generation of responsible leaders, will be enhanced.

The handing-over function was attended by Dr Johan van Zyl, CEO of Toyota SA, Mr Leo Kok, Manager Corporate Communications, Toyota SA, Prof Cheryl de la Rey, Vice Chancellor and Principal of the University of Pretoria, Prof Jan van Heerden, Acting Dean of the Faculty of Economic and Management Sciences, Prof Giel Nieman, Head of the Department of Business Management in the Faculty of Economic and Management Sciences, and Prof Derick de Jongh, Director for the Centre of Responsible Leadership.

“The University of Pretoria deeply values partnership with the private sector and strongly identifies with the leadership Toyota took in 1997 when it launched the Prius. It was a bold step that laid down a challenge, not only to the motor industry, but also to major companies and industries worldwide in our collective effort to creating a sustainable future” said Prof De la Rey.

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