

Environmental Management



Global environmental issues are a management priority, and we endeavor to minimize the environmental impacts of our business activities and implement environmental preservation measures to protect the environment and value the connections among people of the current and future generations. We have established environmental targets for DOCOMO and seek to fulfill our social responsibilities while boosting corporate value.

Mitsunaga Shimojo, Senior Director, Corporate Citizenship Department

Progress in FY2007

- July 2007: Integrated our environment management systems.
- January 2008: Acquired ISO 14001 certification for the DOCOMO Group.

Basic Philosophy

The NTT DOCOMO Group views global environmental problems as important issues to be addressed by management and will work to reduce the environmental impacts of its business activities. By developing and providing services centered on the mobile phone, we will stimulate innovation in diverse aspects of lifestyle and business, and work with customers to support society's efforts to protect the environment.

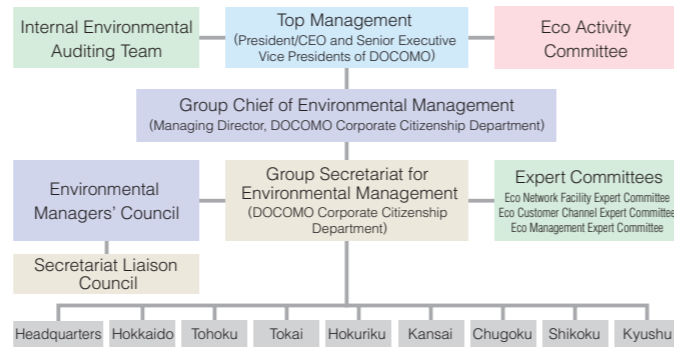
DOCOMO Global Environmental Charter (Basic Policies)

Conduct Business with the Environment in Mind
<ul style="list-style-type: none"> ● Promote business activities that actively incorporate environmental consideration through the provision of mobile multimedia. ● In all business activities, curb emissions of greenhouse gases, conduct proper management of hazardous materials, and encourage resource conservation by promoting the "three Rs" (Reduce, Reuse, and Recycle).
Strengthen Environmental Management
<ul style="list-style-type: none"> ● Comply with all environmental laws and regulations, and through environmental management systems avoid risk and continuously improve performance.
Promote Environmental Communication
<ul style="list-style-type: none"> ● Promote environmental activities in cooperation with business partners, throughout all processes—from procurement, research and development, and sales, through after-sales services. ● Disclose accurate environmental information to help others understand the DOCOMO Group's environmental activities, and use feedback received to improve these activities. ● Enhance environmental awareness through the environmental education of employees and communication among all corporate levels and departments.

Integration of Environmental Management Systems

In July 2007, the DOCOMO Group replaced the environmental management systems (EMS) of each group company with a single integrated EMS for the entire Group and acquired ISO 14001 certification for the new EMS in January 2008. The DOCOMO Group has set environmental targets and seeks to fulfill its social responsibilities while raising corporate value. A Group-wide integrated EMS facilitates more effective environmental activities, such as energy conservation for telecommunications equipment, development of services, and collection of used handsets. In the system, the Eco Activity Committee is the chief decision-making body under which expert committees set Group quantitative targets and address technical issues and the Group's Chief of Environmental Management supervises the practical aspects of EMS implementation.

Organizational Structure for Environmental Management in the DOCOMO Group



Expert Committees and Goal Setting

Expert committees are aligned with business domains. The committees work laterally to collect specific numerical data on specific issues and to set clear goals and conduct initiatives for the coming fiscal year.

Regulatory Compliance

DOCOMO makes every effort to comply with environmental laws and regulations. We have identified key items to be monitored and measured, and conduct regular measurements to ensure full compliance with the Law Concerning the Rational Use of Energy, Air Pollution Control Law, Waste Disposal and Public Cleansing Law, Law Concerning Special Measures Against PCB Waste, and related laws and regulations. In April 2009, the Amended Law Concerning the Rational Use of Energy, the Law Concerning the Promotion of the Measures to Cope with Global Warming, and the Law for the Promotion of Effective Utilization of Recyclable Resources are expected to enter into force. The Amended Law Concerning the Rational Use of Energy will regulate corporations, expanding from the earlier regulation of individual factories, and the Law Concerning the Promotion of the Measures to Cope with Global Warming is expected to include emission reduction targets for office operations. Corporations will be expected to conduct more detailed monitoring and measurement of CO₂ emissions. In fiscal 2008, DOCOMO will work to further develop its systems to comply with regulations.

Environmental Targets (The three expert committees set and implement measures to achieve environmental targets with the aim of reducing the environmental impacts of the operations of the Group.)

Eco Network Facility Expert Committee: Environmental measures related to network facilities operations

Medium-term FY2010 targets	FY2008 targets	Major action plans
Reduce greenhouse gas emissions to less than 1.17 million t-CO ₂ by FY2010	Continue implementing specific environmental measures	Systematically incorporate optical feeder station to improve the environmental efficiency of our network facilities and reduce CO ₂ emissions Introduce high efficiency electric power sources and air conditioner units to lower conversion loss and reduce CO ₂ emissions Introduce new highly environmentally efficient technology to reduce CO ₂ emissions
Implement various measures to reduce waste emissions with the aim of lowering total NTT Group emissions by more than 15% from the fiscal 1990 level by fiscal 2010	Continue implementing specific environmental measures	Continue recycling programs for industrial waste from our network facilities and increase our construction waste recycling efficiency by contracting with construction firms with high recycling rates

Eco Customer Channel Expert Committee: Environmental measures related to customer channels and after-sales service

Medium-term FY2010 targets	FY2008 targets	Major action plans
Develop environmentally-friendly mobile phone products	Develop environmentally-friendly mobile phone products using ecological materials, photovoltaic cell batteries, low power consumption components, and common architecture	Continue introducing and expanding the use of ecological materials in mobile phone peripheral equipment and accessories (such as tabletop holders) and utilizing PDF for operating manuals
Increase awareness of our used handset collection activities	Raise customer awareness of our used handset collection activities above the 77% level in FY2007	Adequately explain disposal methods for unwanted mobile phones to customers Raise customer awareness of our used handset collection activities above 80% Use the biannual Premier Club Survey to determine the customer awareness level of our collection activities
Enhance our collection activities for used handsets, batteries, and other items	Increase the number of handset collection points	Identify the number of used handsets collected Increase collection points at DOCOMO shops and other sites Increase collection points at sites other than DOCOMO shops and mass retailers
Apply our environmentally-efficient Total Mobile Solutions to system contract orders	Unify DOCOMO corporate marketing departments nationwide and propose systems that consider environmental preservation activities to contribute to reducing CO ₂ emissions	Introduce and promote FOMA ubiquitous modules
<ul style="list-style-type: none"> • Reduce the volume of waste generated by our marketing tools • Incorporate environmentally-friendly marketing tools • Establish a closed-loop recycling system for our marketing tools 	<ul style="list-style-type: none"> • Reduce the number of general catalogs that become waste • Ascertain the actual number of catalogs and pamphlets 	Ascertain the actual number of catalogs and pamphlets
	Produce marketing tool materials based on in-house guidelines	Record unit production data at the time the marketing tools are made and report the data to the relevant department
	Simplify and reduce the amount of product containers and wrapping	Simplify and reduce the amount of product containers and wrapping
Promote e-billing to reduce paper waste	Achieve a net increase of 130,000 e-billing subscribers	Raise awareness by including PR material in mailed (billing) envelopes
Conduct aggressive environmental PR and information disclosure to enhance the environmental image of the DOCOMO brand	Effectively utilize all types of media and enhance accountability for our environmental activities.	Develop our environmental communications Communicate our environmental information (CSR Reports) outside the company Use the handset collection and recycling system to implement social contribution activities

Eco Management Expert Committee: Environmental measures and communications related to office operations and addressing of new environmental issues

Medium-term FY2010 targets	FY2008 targets	Major action plans
Reduce greenhouse gas emissions to less than 1.17 million t-CO ₂ by FY2010	Monitor and control emissions at each office	Initiate various measures as part of Group-wide Office Energy Conservation Action Plans
Employ environmental communications to promote correct understanding of the DOCOMO Group environmental activities	Use environmental communications to increase the DOCOMO group's awareness and understanding of environmental issues	Expand the Eco Mode Club nationally and aim for 10,000 subscriptions Aim to reduce total annual plastic bag usage by 120,000 bags Promote Family Environment Minister activities at home Conduct educational activities through distribution of the CSR Report (printed and Web-based) Survey 5,000 people for feedback on our CSR activities Increase general training participation by 1% from the previous fiscal year
Establish DOCOMO Woods tree planting projects in all 47 Japanese prefectures by 2012 to promote environmental preservation activities	Establish five DOCOMO Woods projects around the country	Fukushima, Hyogo, Tottori, Oita, and Miyazaki Prefectures
Increase the provision of information/communication technologies (ICT) services to attain a net increase of 5.30 million t-CO ₂ in the amount of environmental contribution (amount of CO ₂ emissions reduced by using ICT services minus amount of CO ₂ emissions produced by ICT services) and an environmental contribution multiple of 2.9 (amount of CO ₂ reduction divided by amount of CO ₂ produced by ICT services), for the entire Group, by FY2010.	Conduct R&D to enhance the ICT effect and create a system to improve the accuracy of effectiveness measurements	Hold periodic meetings of relevant departments

Reducing the Environmental Impacts of Our Equipment/Facilities

Reducing the amount of electricity consumed by our telecommunications facilities is vital to lowering our CO₂ emissions, and we work with telecommunications equipment manufacturers to develop energy-efficient equipment and reduce the amount of electricity consumed by each facility. Since July 2007, the DOCOMO Group has been working under an integrated environmental management system.

We will continue to work to conserve natural resources and energy through our business activities, and strive to achieve our target of less than 1.17 million t-CO₂ in fiscal 2010.

Progress in FY2007

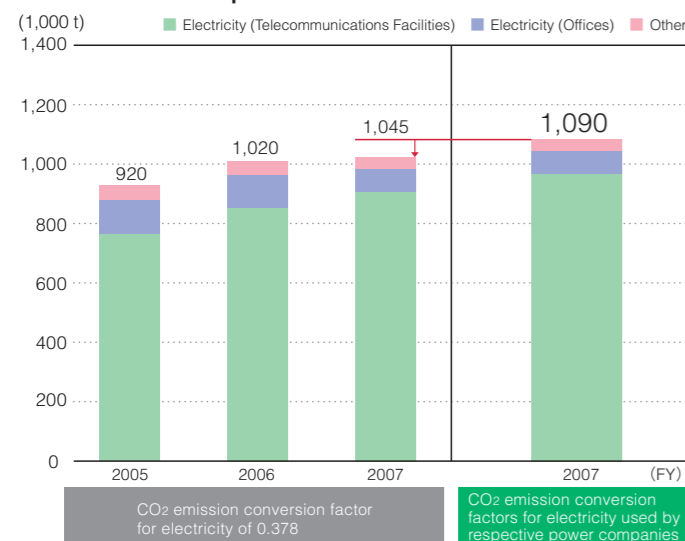
- Fiscal 2007 greenhouse gas (GHG) emissions were 1.09 million t-CO₂.
- Introduced optical feeder stations, which contribute to energy-saving in the network facilities.

Greenhouse Gas Emissions Reduction Target and Status in Current Year

If we were to continue implementing our current global warming countermeasures, emissions in fiscal 2010 would amount to 1.37 million t-CO₂. However, at DOCOMO we aim to beat this forecast by 15% and keep fiscal 2010 emissions down to 1.17 million t-CO₂ or less. In the past, we used a CO₂ conversion factor of 0.378 (kgCO₂/kWh) based on the Ministry of the Environment's Greenhouse Gas Emissions Conversion Method, but from fiscal 2006 we have been using different CO₂ conversion factors applicable to each power company. This change resulted in an increase in total calculated CO₂ emissions. As a result, all areas of society, including power companies, must work even harder to reduce emissions (see graph).

Electricity powering our telecommunications facilities accounts for approximately 88% of our greenhouse gas emissions, and power used by these facilities is increasing each year in conjunction with the increase and expansion of these facilities. (The number of FOMA subscribers in fiscal 2007 was 23.6% higher than the previous year.) Also, due to

NTT DOCOMO Group CO₂ Emissions



the fact that the number of base stations is increasing in association with improvements in customer service quality, during 2007 we bolstered our efforts to conserve energy, particularly at telecommunications facilities, and proceeded with a strategy of reducing energy use by introducing optical feeder stations and high-efficiency rectifiers. We also continue to strive to use renewable energy by adding and operating solar and wind power generation systems, and otherwise work to reduce energy use. Fiscal 2007 greenhouse gas (GHG) emissions were 1.09 million t-CO₂ due to the expansion of telecommunications facilities. Furthermore, in fiscal 2007 we analyzed, by use and by corporate division, the energy consumption of buildings with telecommunications facilities, which account for a large part of our overall electricity consumption, and will use this information to make emissions scenarios and create the foundations for implementation of detailed plans starting in fiscal 2008. Going forward, we will continue to push through with Group-wide efforts to achieve our targets, such as actively installing energy-saving devices and efficient power supply equipment.

Installation of Optical Feeder Stations

We believe that introducing energy-saving equipment can allow us to significantly reduce our CO₂ emissions. Base stations using fiber-optics to connect devices are small and light, and therefore consume less electricity than conventional base stations. Furthermore, these optical feeder stations can be built in order to make improvements in small areas or to provide service to areas in which it is difficult to install conventional base stations. We also developed and introduced energy-saving devices.



Installation of High-Efficiency Power and Air Conditioning Equipment

The alternating current (AC) power supplied by power companies is converted using transformers and conversion devices before being supplied to our telecommunications equipment. We are developing and introducing high-efficiency equipment to reduce the loss that accompanies such conversion.

Reuse and Recycling of Telecommunications Equipment and Building Materials

On top of mobile phone development, network facilities, offices, shops, and sales activities all involve the use of many resources. At DOCOMO, we strive to accurately identify the necessary amount of these resources, use them carefully, and then recycle them. Through these efforts we strive to ultimately have almost zero waste. When telecommunications facilities and buildings are constructed or upgraded, we follow a basic policy of practicing environmentally-friendly design in line with the Green Design Guidelines for Buildings. We are therefore introducing facilities that have a reduced environmental impact.

When we construct new buildings, we assess the environmental impact throughout the entire life-cycle of the building, including the planning, design, construction, operation/management and disposal stages, and use green design standards to ensure that the building will have a long usage life.

Furthermore, we make sure that the recycling service providers we choose do not illegally dump waste materials and appropriately handle all waste, and we carefully manage the issuance of manifest slips for industrial waste disposal.

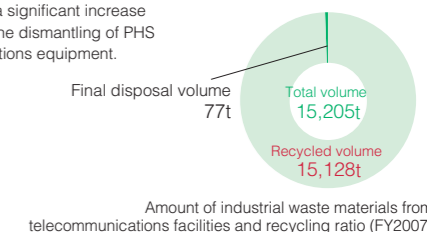
We will continue to press through with initiatives with the aim of achieving NTT Group's overall target of lowering industrial waste disposal volume by at least 85% from the 1990 level in 2010 and thereafter.

Reuse & recycling of telecommunications facilities materials
When telecommunications facilities are dismantled or replaced, we re-use certain materials such as base station equipment and conversion equipment. Waste materials are crushed and recycled, thereby allowing for effective use in other materials.
Construction-related recycling
Construction waste materials that cannot be re-used are separated and collected by a recycling service and recycled as resources. By using a recycling service with a high recycling ratio, our recycling ratio for specified materials is 99%, while the recycling ratio for other materials is 75%.

Recycling of Waste Materials from Telecommunications Facilities

Note: In fiscal 2007 there was a significant increase from the previous year due to the dismantling of PHS service-related telecommunications equipment.

- Fiber-optic cables
- Conversion devices
- Power generators
- Scrap metal
- Concrete poles, etc.



Development of Ultra-small Femtocell Base Stations

We developed an ultra-small base station for indoor use that is smaller and lighter than previous versions. The device is for use in areas known as femtocells, which have a radius of under approximately 30 meters, and is used for coverage in small areas with limited FOMA radio-wave reception. Furthermore, rated at 12-watts, this equipment consumes much less electricity than the previous model of small base station for indoor use (100 watts).



Introduction of Renewable Energy

In fiscal 2007 we increased the total number of renewable and clean energy facilities to 48 sites with solar power and 6 with wind power generation. Their total power output was 330 megawatt-hours.

Company Vehicles

In fiscal 2007 we added 57 low-emission vehicles to our corporate fleet for use by employees for sales activities, bringing the total to 1,827 vehicles, or 78% of the fleet. In addition, we continued to prohibit the new use of ozone layer-destroying substances such as CFCs and halons, and use nitrogen gas as a substitute for CFCs.



Helping the Environment with Solar Power Systems and More (Green NTT) (tentative name)

In May 2008 we unveiled "Green NTT," an initiative to promote the use of clean energy, particularly from solar power systems. To date, the NTT Group has installed 1.8 megawatt renewable energy generation systems at 112 locations, and Green NTT calls for 5 megawatt solar power systems and other clean power generation facilities to be put in place by 2012, in order to enhance NTT Group's efforts to prevent global warming. In addition, NTT Green LLP, a limited liability partnership, was established to spread the use of renewable energy within the NTT Group, with an emphasis on solar power systems.

Future Tasks to Reduce Our Environmental Impacts

We will continue to work toward firmly establishing quick cycles of planning, implementing, monitoring, and revising our efforts, including comprehensive Group-wide management of initiatives based on action plans to reduce CO₂ emissions, and timely sharing of best practices across the Group.

Working with Customers for the Environment

Contributing to society and environmental protection requires the implementation both of internal measures and of activities to address broader issues together with our customers. We do our utmost to reduce the environmental impacts of our services and products in cooperation with our customers.

Progress in FY2007

- Increased the number of used handset collection points by deploying collection boxes in major retailers, convenience stores and other locations.
- Used e-billing to reduce paper consumption by 640 tons (equivalent to 169 million sheets of A4-sized paper).

Recycling of Handsets

We started to collect used handsets in 1998, and in 2001 we worked with the Telecommunications Carriers Association to create the Mobile Recycle Network for collecting all handsets irrespective of carrier. Thanks to the understanding and cooperation of our customers, we collected over 3.4 million handsets in fiscal 2007, bringing the total number of handsets collected since 1998 to 65.34 million.

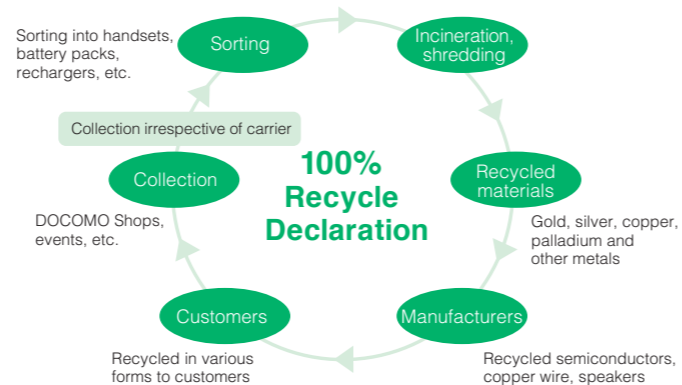
To reduce the number of handsets disposed of as household waste and collect handsets that customers no longer need in a way that ensure the protection of personal information, we educate the public about our collection system, and have increased the number of used handset collection boxes. In fiscal 2007, we deployed collection boxes in an additional six major retail outlets and 50



convenience stores, and to further promote collection, we are approaching other commercial facilities and local governments. We conduct regular surveys to track the number of handsets disposed of as household waste and identify potential means of boosting the ratio of used handsets collected. By collecting used handsets, we are able to recover valuable metals such as gold, silver, copper and palladium, and we strive for 100% recycling of collected handsets. Plastic is recycled as supplementary fuel or regenerated plastic, and other residues from the recycling process are used as a cement ingredient. In our 2007 Premier Questionnaire¹ survey, 77% of respondents answered that they know of DOCOMO's handset collection program.

1: Premier Questionnaire: a survey aimed at collecting customer feedback to improve our products and services. Over 22,000 customers completed the questionnaire in fiscal 2007.

Collection and Recycling of Used Handsets



Various Handset Collection Channels

Collection at events	We collect used handsets at various events. (13,984 collected in fiscal 2007)
Collection in partnership with law enforcement agencies	We collect handsets handed into police stations as lost and found items and unclaimed within the requisite period.
Increasing numbers of collection boxes	We place collection boxes in major retailers, convenience stores and other locations. (3,104 handsets collected in fiscal 2007)

Stakeholder Perspective

As a company supporting consumer life, we have placed handset collection boxes in our outlets as a service to consumers and to contribute to environmental protection. I was a little worried at first that no one would leave their used handsets, but we ended up collecting more than we had expected, and questionnaire responses also showed that our customers supported the initiative. I feel that the boxes have helped to address a desire by customers to participate directly in environmental efforts. We hope to continue working with DOCOMO to expand joint initiatives that serve customers and the environment.

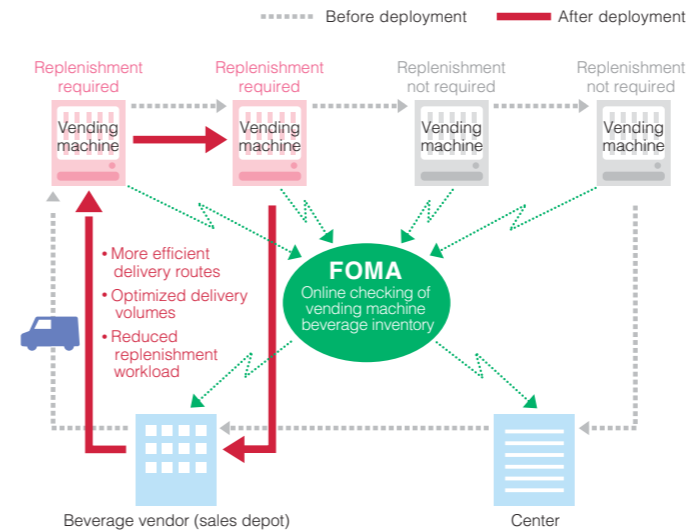


Minoru Matsui, General Manager and CSR Group Leader, General Affairs Department, Management Division, am/pm Japan

Leveraging ICT for the Environment

Information and communication technologies (ICT) can help lower CO₂ emissions by reducing the need for people and goods to travel, and by facilitating more efficient use of resources and energy. For example, beverage makers can reduce CO₂ emissions from their vending machine replenishment operations through using a FOMA module-based system for checking vending machine inventory online to boost the efficiency of their beverage delivery operations and optimizing loads carried by their delivery vehicles. Coca-Cola West Japan Co., Ltd. has deployed such a system, and a lifecycle assessment of four delivery routes covering 405 FOMA-enabled vending machines found that the system cut CO₂ emissions by about 12.5%. Based on average statistics for truck transport, this is equivalent to a reduction of about 5.4 tons per year and use of the same system in all beverage vending machines in Japan that enable such use of ICT would thus result in a considerable reduction in CO₂ emissions.

ICT-based Services



Services Based on Integration of Mobile Phones with Car Navigation Systems

Nissan, Xanavi Informatics, Panasonic and DOCOMO have since October 2006 been conducting a joint testing in Yokohama under the name of Sky Project. The aim of this project is to utilize intelligent transportation systems (ITS)² to reduce traffic accidents and congestion. DOCOMO is participating in the testing of a system that employs information (vehicle position, etc.) collected from "probes" in vehicles and transmitted through mobile phones. To improve system accuracy, we are collecting probe information from taxis since they are always on the move. The application of this data to navigation systems should also help to reduce CO₂ emissions by having the system recommend travel routes based on information about traffic congestion, thus reducing travel time. We are considering launching the system as a commercial service

in about 2010 and then gradually expanding availability nationwide. Nissan's CARWINGS telematics service for monitoring fuel consumption and providing eco-driving advice through the Internet and mobile phones won the Minister of Land, Infrastructure, Transport and Tourism's Prize in the Eco Services category of the 2007 Eco Products Awards.

2: Intelligent Transportation Systems: New transportation systems that use technologies to integrate information about people, vehicles and roads, in order to solve road transport problems such as traffic accidents and congestion.

Promoting the Use of Eco-Friendly Mobile Phones

As part of our efforts to protect the environment, we are looking into the development of mobile phones designed for low environmental impact. We already offer desktop mobile phone holders and other products made of low impact materials such as recycled ABS³ or plant-derived plastic, and our 905i models are equipped with features for reducing power consumption. We are also considering the use of low impact battery packs employing solar and fuel cell technology.

3: Acrylonitrile butadiene styrene, a common thermoplastic developed to overcome the poor shock resistance of polystyrene

Reducing the Environmental Impact of Catalogs and Pamphlets

We endeavor to create low environmental impact sales promotion materials and reduce our waste output by fine-tuning the production volume of such materials. In fiscal 2007 we monitored catalog, pamphlet and novelty item surpluses and reviewed disposal policies to consider ways of reducing waste output and implementing collection of used sales materials for the next fiscal year, and we also established new guidelines in July for creating printed sales materials. We used paper manufactured from recycled sales materials to produce our CSR Report 2007, calendars for customers, and leaflets distributed at environment-related events.

Conserving Resources with e-billing

Our e-billing service saves paper resources by enabling customers to check on details of monthly phone charges through mobile phones or the Internet instead of receiving printed statements and receipts. In fiscal 2007 we encouraged customers to switch to e-billing by publicizing the service on our printed statements, a measure that helped to boost e-billing subscribers by about 80,000 from the previous year to 2.34 million. This translates into a saving of 169 million sheets of A4-sized paper (12 million more sheets than in fiscal 2006). We aim to further intensify our efforts to promote the use of e-billing.

Environmental Accounting

We implement environmental accounting to quantitatively track the costs and benefits of implementing our environmental protection activities, using the results to formulate environmental management strategy.

Environmental Protection Costs

(units: million yen)

Category	Key details	Participants in FY2007		Participants in FY2006	
		Investments	Costs	Investments	Costs
(1) Costs within business areas		809	12,920	714	13,700
(1)-1 Pollution prevention costs	Water pollution prevention, appropriate PCB disposal	0	8	0	7
(1)-2 Environmental protection costs	Installation of solar and wind power systems, etc.	809	9,099	714	9,717
(1)-3 Resource recycling costs	Installation of grey water treatment systems, etc.	0	3,814	0	3,975
(2) Upstream/downstream costs	Measures related to the Containers and Packaging Recycling Law, etc.	8	321	9	421
(3) Management activity costs	New and renewed ISO certification, etc.	88	3,016	5	2,767
(4) R&D costs	Research on energy and resource saving measures for telecommunications facilities, etc.	716	3,604	1,622	5,927
(5) Community activity costs	DOCOMO Woods and other tree-planting activities, etc.	0	122	0	111
(6) Costs related to the remedy of environmental damage	N.A	0	0	0	0
Total		1,621	19,982	2,349	22,925

We include depreciation costs for all facilities completed in fiscal 2000 and onwards. For costs spanning more than one category as a general rule we deduct environmental protection costs and enter the remaining sum, but in cases where environmental protection costs cannot be clearly separated, we categorize all costs as environmental protection costs.

Environmental Protection Benefits

Category	Key details	Key indicators of environmental benefits			
		Indicator (units)	Participants in FY2007	Participants in FY2006	Increase (decrease) compared with previous year
(1) Benefits corresponding to costs within business areas	(1) Benefits related to resources invested in business activities	Electricity consumption (including electricity generated by CGS) (MWh)	2,762,238	2,655,430	106,808
		Paper consumption (t)	37,484	32,306	5,178
		Reduction in paper consumption due to e-billing (t)	839	602	237
	(2) Benefits related to environmental impacts and waste and emissions generated by business activities	GHG emissions (t-CO ₂)	1,045,117	1,111,156	(66,039)
		Industrial waste of telecommunications equipment and construction (t)	26,362	199,763	(173,401)
(2) Benefits corresponding to upstream/downstream costs	Benefits related to assets and services derived from business activities	Number of used handsets, etc. collected (unit:1000)	10,450	9,230	1,220

Economic Benefits Derived from Environmental Protection Measures ("Effective Benefits")

(units: million yen)

Key benefits		Participants in FY2007	Participants in FY2006	Increase (decrease) compared with previous year
Profits	Revenue from the sales of salvageable materials from the removal of telecommunications	456	264	328
Cost savings	Fuel savings derived from the deployment of low-pollution vehicles, etc.	4,801	3,924	(363)
	Purchase cost savings derived from reuse of removed telecommunications equipment	11,665	8,190	3,476
Total		16,922	12,378	3,440

Scope of Environmental Accounting

Period: Fiscal 2007 (April 1, 2007 – March 31, 2008)

Companies included: 37 core DOCOMO companies

Accounting standards: Ministry of the Environment Environmental Accounting Guidelines 2005 and DOCOMO Environmental Accounting Guidelines

Environmental Guidelines

DOCOMO conducts its business in accordance with its own detailed guidelines, based on the following three sets of guidelines established by the NTT Group.

- **Guidelines for Green Procurement:** For procurement of products and materials that take environmental consideration into account
- **Green R&D Guidelines:** For concrete actions to reduce environmental impacts in research and development of services, systems and products
- **Green Building Design Guidelines:** For curbing energy consumption and waste generation in building construction and management

Waste and Emissions Management

We practice the appropriate disposal of waste and emissions in accordance with the Waste Disposal Law and other legislation. We strictly comply with the Law Concerning Special Measures against PCB Waste in our storage and management of used PCBs. We designate PCB storage and management items, storage location, storage and management methods, disposal methods and emergency procedures in our PCB item Management Procedure Manual, and implement storage and management in accordance with its manual.

Internal Audits

We implement internal environmental audits as an important component for ensuring the appropriate operation of our environmental management system. Trained Internal Environmental Auditors carry out rigorous and impartial audits, the results of which are used to make necessary revisions to the environmental management system.

Environmental Education

We provide environmental education to both position and type of work in order to encourage our employees to proactively consider the environment in their work and train them in environmental activity methods. We also provide many programs for imparting specialized knowledge for work related to environmental activities, and endeavor to raise the skills of all of our employees. We plan to further enrich our environmental education programs to ensure the continued effective implementation of our environment management system.

Training	Participants in FY2007
General environmental training	43,543
Eco-Leader and Eco-Staff training	812
Environmental laws and regulations compliance assessment training	651
General EMS Internal Auditor practical training	427
Internal Environmental Auditor training	75
New officer training	14

Reducing Office and Shop Environmental Impacts

To reduce environmental impacts of our offices and shops, we are striving to cut our paper consumption, boost waste recycling rates, and reduce electricity consumption. Office electricity consumption accounts for 7.8% of our total consumption. As a result of our efforts to raise awareness among our employees about preventing global warming and encourage them to switch off equipment and lights when not in use, fiscal 2007 per capita electricity consumption fell by 15.9% year-on-year to 337kWh, and paper consumption by 5.6% to the equivalent of 526 sheets of A4 paper. We achieved a waste recycling rate of 84.3%. Per capita waste output, however, rose 22.2% year-on-year to 11 kg as a result of the discovery that security box waste in certain regions had not been included in previous records.

Future Tasks to Protect the Environment Together with Our Customers

- Intensify our efforts to explore more concrete means of reducing waste output from sales promotion materials and schemes for collecting used and surplus materials.
- Further expand locations and channels for collecting used handsets.

Working with Business Partners for the Environment

There is a limit to what DOCOMO can do on its own for society and the environment. Working in tandem with our business partners is essential at all stages, from materials procurement to product manufacturing and delivery. Our CSR and green procurement activities aim to decrease the environmental burden from the overall product lifecycle.



Kunihiro Hayashi,
Managing Director, Procurement and Supply Department

Progress in FY2007

- Revised the Guidelines for Green Procurement and made upgrades in each environmental category.
- Held frequent dialogue meetings and strengthened relationships with business partners.
- Continued sharing demand forecasts and sought to reduce risk in such areas as procured product inventories.

Advances in Green and CSR Procurement

Reducing the environmental impacts of our products over their entire lifecycle, from manufacture through distribution and use to disposal and recycling, is crucial to decreasing the environmental impacts of society as a whole. To this end, DOCOMO seeks the understanding and cooperation of its business partners to promote green procurement. In 2007, we completely revised our Guidelines for Green Procurement, originally adopted in 1999, and set new standards for promoting supplier environmental protection activities, product assessment, the restriction of hazardous substances (RoHS), and other procurement operations. Use restrictions were further tightened for several substances, with more designated as banned substances. The threshold level for lead content, for example, was reduced to 1,000 parts per million, and we immediately reflected the new standard in the paint used for base stations.

CSR is being increasingly recognized as an important element of corporate value, and the scope of a company's CSR is extending to business partners in the procurement chain and their performance in human rights, labor conditions, health and safety, and other areas. DOCOMO

maintains open and transparent procurement policies and supports impartial competition between domestic and overseas suppliers. When selecting a new business partner, we take into account the company's stance on employee human rights, the prohibition of forced labor, child labor, and illegal labor, its consideration of employee health, and its provision of safe and comfortable work environments.

Paper Purchasing Policy

When producing catalogs or other paper materials, we follow the Purchasing Guidelines for Printing and Copying Papers of Japan's Green Purchasing Network, and require printing companies to use either 100% recycled paper or a mix of recycled paper and environmentally-friendly virgin pulp. All of our printed materials bear the publicly-recognized "R Mark" certification, indicating the use of recycled paper products. Owing to the stricter enforcement of used-paper content labeling requirements after fraudulent claims by certain corporations about recycled-paper content in Japan in 2008, we now print "contains recycled paper" on paper that comes with a certificate of the used-paper ratio.

Supporting Biological Diversity

Cooperation in Research on Endangered Species

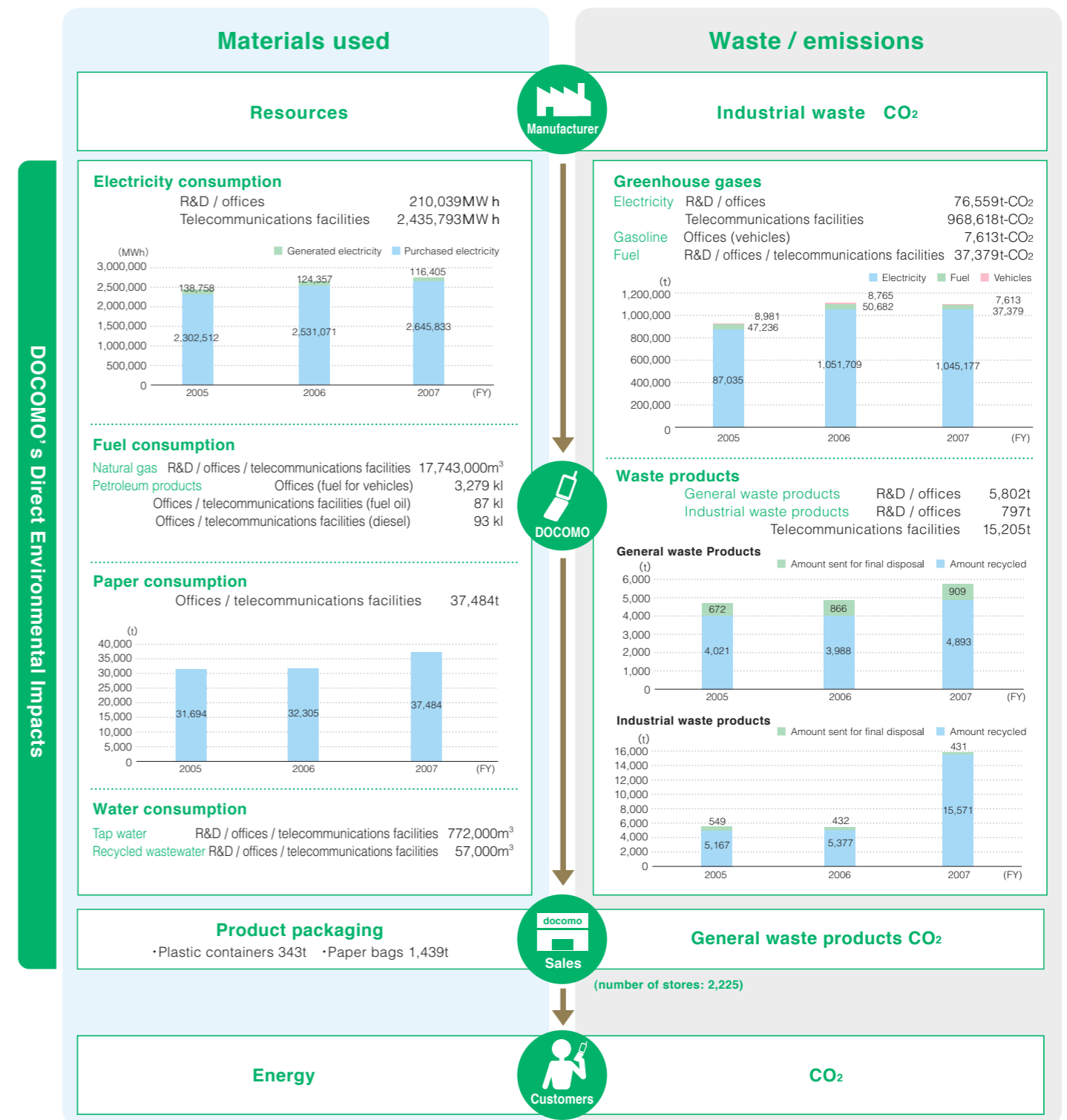
Several times each year, specialists from the Yamashina Institute for Ornithology visit the island of Torishima to observe and study the breeding activities and living conditions of Short-tailed Albatross, a designated Special Natural Monument of Japan. DOCOMO has been supporting the institute's efforts to preserve the albatross since 1996 as part of its program to participate in the protection of endangered animal species. In 1997, we constructed a remote monitoring system using our mobile telecommunications satellite network, enabling continuous surveillance of the breeding grounds from 600 kilometers away in Abiko, Chiba Prefecture. We also provide technical support for ecological research of the Iriomote Wildcat, an endangered species living on Iriomote Island in Okinawa. We plan to continue applying our mobile telecommunications technology to support conservation of the natural environment.



Tree Planting Program with PLDT (Philippines)

DOCOMO has joined with the Philippine Long Distance Telephone Company (PLDT) and its subsidiary SMART Communications, Inc., to launch a tree planting program in the Philippines. DOCOMO helps fund the reforestation project with revenue from recyclable materials recovered from used mobile phones, and thereby recruits its customers to participate in the effective use of resources and environmental preservation. We plan to continue proactively supporting efforts to reduce CO2 emissions and promote biodiversity, and other environmental conservation activities.

Environmental Impacts of Our Business Activities



Collecting and Recycling Used Products from Customers (Approximate Number of Subscribers: 53 million)

