

CSR Approach and Framework

Promoting CSR Based on the CSR Message of NTT DOCOMO

Background of CSR Message: Communicating DOCOMO's Stance Toward Stakeholders

CSR is a core foundation of DOCOMO's success as a business and its contributions toward the realization of sustainable societies.

DOCOMO's business is based on relationships with not just customers but all stakeholders, including shareholders and investors, sales channels (docomo shops) and business partners. The company is highly cognizant of the need to continually communicate the theory and practice of its basic stance toward stakeholders, as well as respond proactively to their expectations and interests.

This viewpoint is fully reflected in both the company's Corporate Philosophy and New DOCOMO Commitments, the latter of which was announced together with DOCOMO's CSR Message in April 2008.

Corporate Philosophy

We will satisfy our customers.

We will create a new communication culture.

We will fully utilize individual potential.

New DOCOMO Commitments

1. We will revamp our brand and strengthen ties with our customers.
2. We will actively seek out the voices and opinions of our customers so that we can continue to exceed their expectations.
3. We will continue to drive innovation so that we can earn the respect and admiration of people worldwide.
4. We will become an organization whose energetic staff is capable of overcoming all challenges in pursuit of our corporate vision.

NTT Group CSR Charter



[To the NTT Group CSR page](#)

Connecting people. Connecting society. Opening the doors to new worlds.

NTT DOCOMO helps to make life richer and more convenient through innovative solutions that connect people with other people, and individuals with society, anyplace and anytime. By listening both to individual customers and society as a whole, we strive to create mobile products and services that not only enrich society, but also make it more sustainable.

Customer service

Never stop striving to offer services that benefit customers and the society they live in.

Consistent quality

Provide reliable communication quality on an unbroken basis, even during natural disasters.

**Enrichment.
Convenience.
Sustainability.**

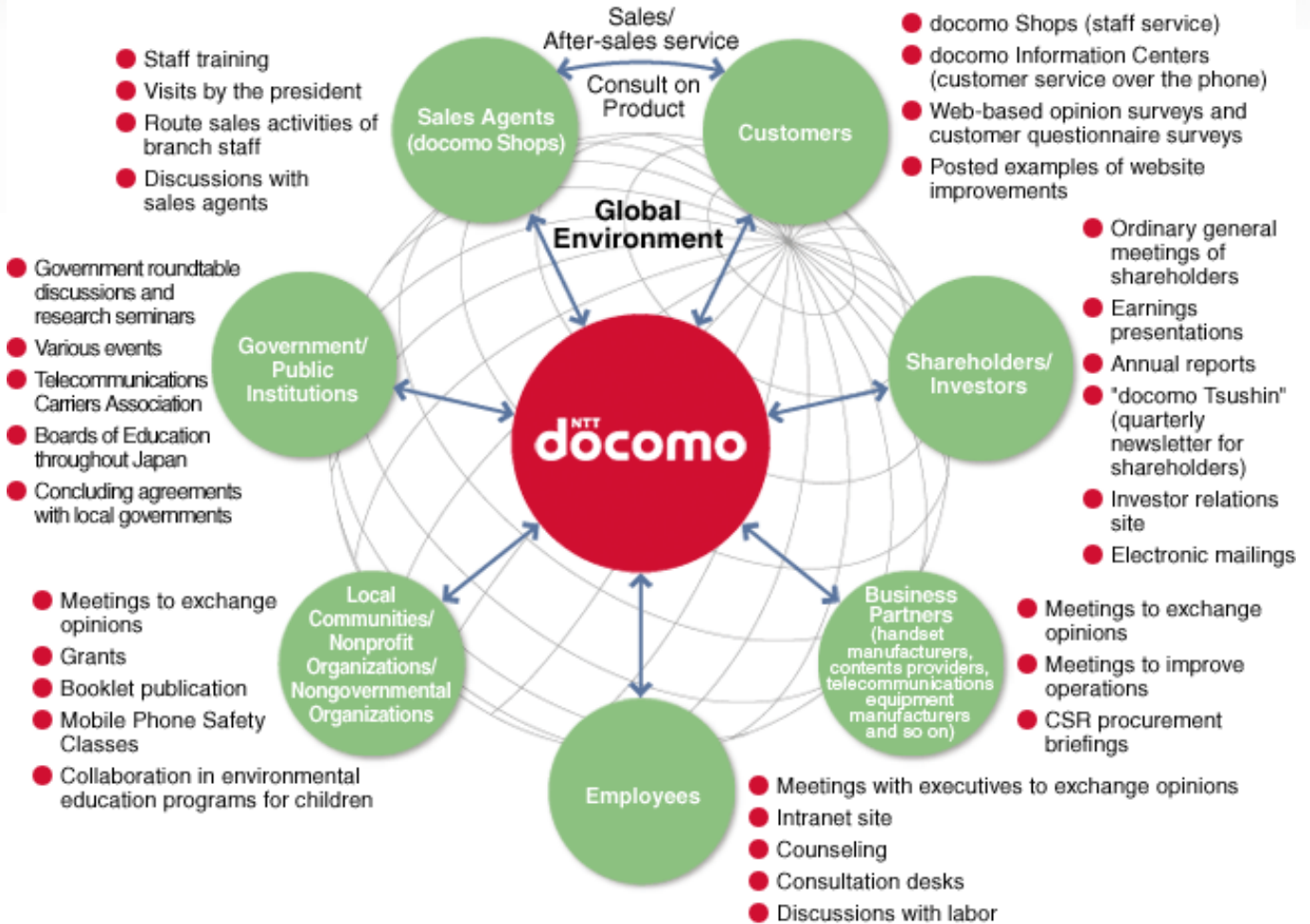
Safety and security

Work sincerely and proactively to address mobile-related social issues and ensure information security.

Environmental protection

In all facets of the company's business, reduce environmental impact and strengthen environmental protection.

Opportunities for Dialogue with DOCOMO Stakeholders



CSR Categories:

Comprehensive CSR Focusing on Four Key Themes

DOCOMO's CSR Message was crafted from a broad-based perspective encompassing a wide range of ideas, including those of distinguished persons outside the company. It is a proclamation of the social responsibilities inherent to the company's mobile phone business, and how the company proactively addresses social challenges through the conduct of this business. The message clarifies CSR activities for which DOCOMO is uniquely qualified to pursue, spanning the fields of customer service, consistent quality, safety and security, and environmental protection.

Additional CSR initiatives involve corporate governance, compliance and diversity.

**CSR Organizational Framework:
Group-Wide Implementation by Committee**

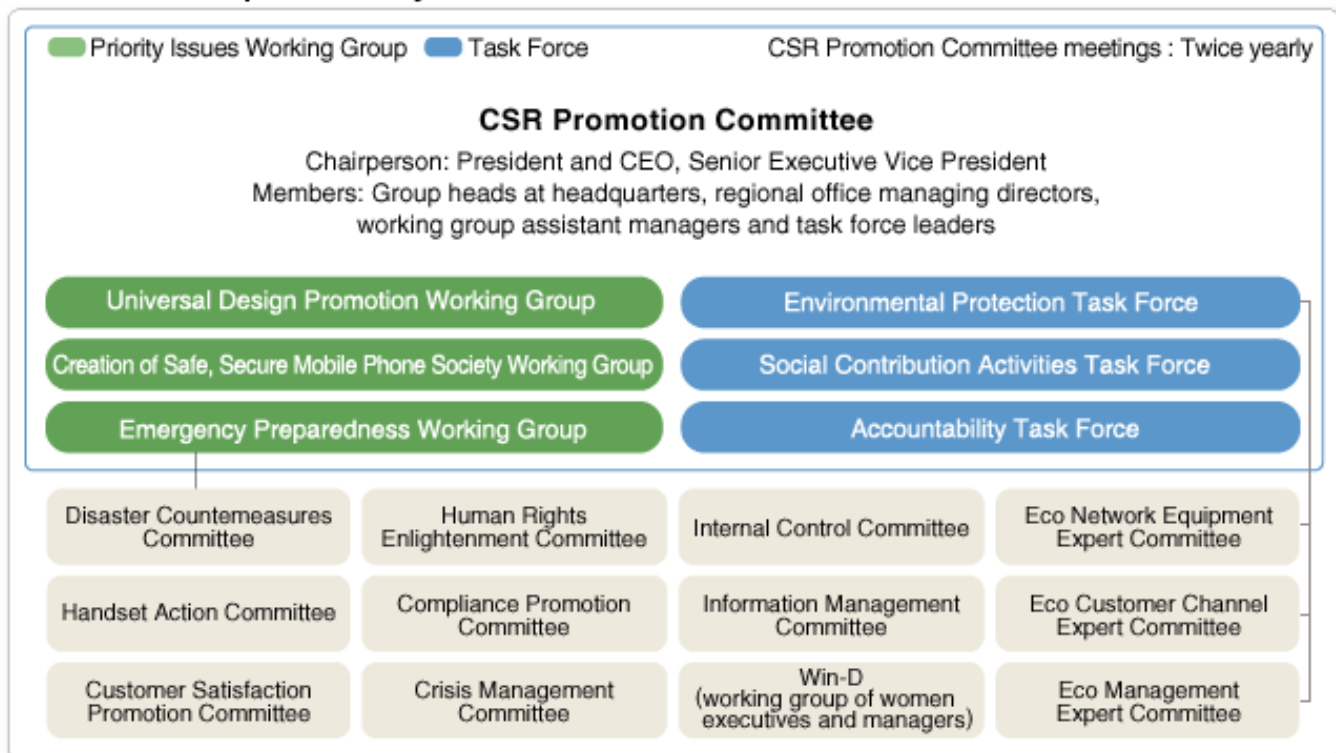
DOCOMO established the CSR Promotional Committee in 2005 to improve CSR activities on an ongoing basis. Chaired by the president, its members include group heads involved in CSR, regional office managing directors and others. The committee meets twice a year. In addition to the committee itself, positioned under the committee are three working groups and three task forces principally involved in CSR activities.

One of committee's key tasks is the management of CSR guidelines and strategies suited to regional offices and relevant units in accordance with their functions and concerns, as well as initiatives implemented uniformly throughout the DOCOMO group.

In fiscal 2010, the committee reported on CSR programs carried out in 56 group offices, including overseas. The report, with gives due consideration for ISO26000 international guidelines on social responsibility, also explains how DOCOMO responded to inquires from corporate customers regarding its CSR program.

Nationwide, small committees carry out CSR activities concerning issues such as internal control and compliance, information security and diversity. The committees hold regular meetings to ensure systematic and comprehensive CSR management.

Nationwide CSR promotion system



CSR Penetration: Training for Executives and Employees



Seminar for upper management

Key outside figures were invited to DOCOMO in October 2010 to give a seminar about ISO 26000 and CSR case studies for about 80 executives, including the president and vice presidents. Meetings are organized so that executives and young employees can gather to discuss CSR topics. In October 2010, about 30 young employees from regional offices and group companies met to discuss CSR programs as individuals and in groups. The discussions can be view by all employees on the company intranet. In addition, about 36,000 group employees, including temporary workers, received CSR e-learning in March to May 2011. Going forward, DOCOMO will never cease to enhance CSR awareness among executives and employees.

Major activities of working groups and task forces

Universal Design Promotion Working Group: Raku-Raku PHONE 7 Incorporates Universal Design



Hitomi Arimitsu
Product Department

This working group promotes DOCOMO Hearty Style, which seeks to make products and services easy to use for all customers, and I am involved in product planning and development. From fiscal 2010 to fiscal 2011 we launched several phone models that incorporate universal design principles, including Raku-Raku PHONE 7 and Raku-Raku PHONE BASIC 3. We intend to continue to improve current models while listening closely to feedback from customers.

Environmental Protection Committee: SMART for GREEN 2020 Established to Strengthen Environmental Protection Activities



Ryoichi Nakanishi
Assistant Manager,
Corporate Citizenship
Department

Utilizing the environmental management system in ISO 14001, the Eco Network Equipment Expert Committee, Eco Customer Channel Expert Committee, and Eco Management Expert Committee have been established for their respective business areas and work to solve a variety of issues. A main initiative in fiscal 2010 was establishing a new environmental vision, "SMART for GREEN 2020."

Creation of Safe, Secure Mobile Phone Society Working Group: Strengthening Youth Protection, Anti-Spam Measures and Data Security Services



Mayumi Nakayama
Smart Communication
Services Department

This working group conducts initiatives to provide customers with real peace of mind regarding use of DOCOMO mobile phones and conducts surveys and various other activities to this end. In fiscal 2010, we worked to strengthen youth protection, anti-spam measures and data security services. We also disseminated pertinent information like the findings of customer surveys. In fiscal 2011, we will carry out measures for the safety and security of smartphones in particular.

**Social Contribution Activities Task Force:
Actively Promotes Social Contribution Activities by Disseminating Information**



Kayoko Shirakawa
Corporate Citizenship
Department

This task force disseminates information on social contributions and plans and promotes related activities. In fiscal 2010, we completed the project of establishing docomo Woods in all 47 prefectures and conducted Mobile Phone Safety Classes at schools and in local communities to raise awareness and promote safe mobile phone use. Going forward, we are reviewing the curriculum of the Mobile Phone Safety Classes in light of current needs and will further enhance activities.

**Emergency Preparedness Working Group:
Strengthening Disaster Preparedness by Launching Disaster Message Board Service for Smartphones**



Takayuki Fukushima
Assistant Manager,
Disaster
Countermeasures
Office

This working group conducts enhancements to facilities and operational infrastructure based on actual disaster conditions and holds disaster preparedness drills. In fiscal 2010 we launched the Disaster Message Board Service for smartphones, coordinated the establishment of mobile base stations with satellite link, and worked to build cooperative frameworks with local municipalities and the Self-Defense Forces. In fiscal 2011 the working group will review disaster response rules and procedures manuals based on the experience of the Great East Japan Earthquake.

**Accountability Task Force:
Actively Communicating Information for Accountability to All**



Atsuko Suzuki
Public Relations
Department

This task force is responsible for promoting and publicizing DOCOMO's CSR activities to the general public. In the Great East Japan Earthquake, we posted a restoration area map on our website and color-coded service areas and restoration plans for areas without service to make the map easy to read. We also publicized DOCOMO's response activities in newspapers, on TV and radio and in other media. We intend to continue actively disseminating information as needed.

CSR Goals and Achievements

Initiatives	FY2010		FY2011	
	Goals	Major Achievements	Goals	
Customer Service				
Customers				
Customer satisfaction	<ul style="list-style-type: none"> Enhancing service and support Communicating with customers Easy-to-understand billing plans Accurate and clear advertising R&D on raising customer satisfaction Hearty Style products and services Hearty Style customer support 	<ul style="list-style-type: none"> Further promote initiatives to achieve No. 1 ranking in customer satisfaction in fiscal 2010 Develop social support services in medicine/healthcare, environment/ecology and other fields Further enhance services and support for customers traveling abroad for a short or long period 	<ul style="list-style-type: none"> Ranked No. 1 in customer satisfaction in the J.D. Power Asia Pacific 2010 Japan Mobile Phone Service StudySM for both business and individual customers in Japan Started environmental sensor network business Promoted commercialization of bicycle-sharing service Launched Phone Number Storage service for the convenience of customers going overseas for a long period of time 	<ul style="list-style-type: none"> Earned No. 1 ranking in overall customer satisfaction by working to raise satisfaction levels of customers using smartphones Develop social support services in medical/healthcare, environment/ecology and other fields Improve convenience of using smartphones overseas Increase number of battery charging sites overseas
Universal design	<ul style="list-style-type: none"> Develop mobile phones that incorporate universal design principles (improve usability, functions for seniors) Further promote barrier-free initiatives at docomo Shops 	<ul style="list-style-type: none"> Launched Raku-Raku PHONE 7 incorporating universal design Made 397 docomo Shops barrier-free on a nationwide basis 	<ul style="list-style-type: none"> Develop mobile phones that incorporate universal design principles (improve usability, functions for seniors) Hold 45 classes during the year that help make mobile phone use more convenient for people with disabilities 	

Initiatives		FY2010		FY2011
		Goals	Major Achievements	Goals
Consistent Quality				
Customers				
Product and service quality	<ul style="list-style-type: none"> ▪ Coverage area improvement and expansion ▪ Ensuring stable communications ▪ Product quality assurance 	<ul style="list-style-type: none"> ▪ Continue to respond to customer feedback on coverage area (on-site survey within 48 hours, in principle) 	<ul style="list-style-type: none"> ▪ Responded to feedback on coverage area by conducting on-site surveys within 48 hours in principle (52,000 surveys/responses) 	<ul style="list-style-type: none"> ▪ Continue to respond to customer feedback on coverage area (on-site survey within 48 hours, in principle)
Society				
Disaster preparedness	<ul style="list-style-type: none"> ▪ Disaster preparedness 	<ul style="list-style-type: none"> ▪ Deploy mobile power generators and satellite-entrance mobile base-station vehicles with satellite link ▪ Conduct comprehensive disaster preparedness drills for potential Tokai earthquake ▪ Further promote the Area Mail Disaster Information Service 	<ul style="list-style-type: none"> ▪ Deployed two mobile power generators nationwide (total of 72 now deployed) ▪ Deployed one satellite-entrance mobile base-station vehicles with satellite link (total of 10 now deployed) ▪ Conducted comprehensive disaster preparedness drills ▪ Made the Disaster Message Board Service available on sp-mode ▪ Provided Area Mail to 26 municipalities (49 municipalities now use the service) 	<ul style="list-style-type: none"> ▪ Implement new disaster preparedness measures ▪ Conduct disaster preparedness drills based on the experience and response to the Great East Japan earthquake ▪ Enhance Area Mail functions and promote further adoption

Initiatives		FY2010		FY2011
		Goals	Major Achievements	Goals
Safety and Security				
Society				
Safety and security	<ul style="list-style-type: none"> ▪ Addressing impact on children ▪ Assistance for seniors ▪ Dealing with spam email and nuisance calls ▪ Phone etiquette ▪ Preventing fraud ▪ Ensuring information security ▪ Radio wave safety ▪ Products and services for keeping children safe ▪ Research and development for the future 	<ul style="list-style-type: none"> ▪ Hold 6,000 Mobile Phone Safety Classes during the year ▪ Hold 700 Mobile Phone Safety Classes for seniors during the year ▪ Promote and further improve mail filtering ▪ Promote measures to eliminate spam email ▪ Improve data security services ▪ Continue to monitor domestic and international research on radio wave safety and participate in research activities 	<ul style="list-style-type: none"> ▪ Conducted approximately 5,200 Mobile Phone Safety Classes ▪ Held approximately 800 Mobile Phone Safety Classes for seniors ▪ Launched sp-mode Filter and sp-mode Filter Customizer ▪ Spam email reporting function included on some phone models ▪ Launched a data backup service for images and video via computers ▪ Launched "Oazukari Plus service" with greater backup capacity ▪ Continued to monitor laws and regulations on radio wave protection and research on radio wave safety ▪ Actively participated in surveys and research activities of the Association of Radio Industries and Businesses 	<ul style="list-style-type: none"> ▪ Hold 5,500 Mobile Phone Safety Classes during the year ▪ Hold 900 Mobile Phone Safety Classes for seniors during the year ▪ Provide communication promotion service that enables mobile phone usage status for customers with Raku-Raku PHONES to be sent to family members and other designated individuals ▪ Provide virus scanning service for smartphones to ensure peace of mind for customers who use them ▪ Continue to monitor domestic and international research on radio wave safety and participate in research activities

Initiatives		FY2010		FY2011
		Goals	Major Achievements	Goals
Environmental Protection				
Environment				
Network facilities	<ul style="list-style-type: none"> Preventing global warming Saving resources and reducing waste Developing environmentally-friendly phones Communicating with customers Environmental management systems Complying with environmental laws and regulations Promoting green procurement 	<ul style="list-style-type: none"> Reduce CO₂ emissions to less than 1.17 million tons-CO₂ 	<ul style="list-style-type: none"> Achieved reducing CO₂ emission target, 1.108 million tons-CO₂ Actively installed power-saving devices Reduced power consumption by utilizing the outcome which was tested and verified at the Tachikawa ICT Ecology Center 	<ul style="list-style-type: none"> Actively install energy-saving and high-efficiency devices Install cutting edge environmentally-friendly technologies
Customer channel	<ul style="list-style-type: none"> Promoting reforestation initiatives Environmental contribution activities 	<ul style="list-style-type: none"> Raise awareness of used mobile phone recycling to at least 80% 	<ul style="list-style-type: none"> The "Premier Questionnaire" revealed the awareness of collected mobile phones raised to 80.1% 	<ul style="list-style-type: none"> Collect at least 4.41 million used mobile phone
Management		<ul style="list-style-type: none"> Increase environmental contribution through ICT services to more than 5.30 million tons-CO₂ 	<ul style="list-style-type: none"> Achieved environmental contribution target, 8.221million tons-CO₂ by providing ICT services Worked to promote and popularize ICT services to reduce CO₂ emissions 	<ul style="list-style-type: none"> Review measurement means by ICT services Boost waste recycling rates at offices
Nature conservation		<ul style="list-style-type: none"> Establish docomo Woods in Okinawa to extend the program to all 47 prefectures. Hold Summer Vacation docomo Woods Nature Classes for elementary school students at four docomo Woods locations nationwide Continue to conduct joint reforestation initiative with the PLDT Group in the Philippines 	<ul style="list-style-type: none"> Established docomo Woods in Okinawa and extended the program to all 47 prefectures Held Summer Vacation docomo Woods Nature Classes at four locations nationwide Planted approximately 377,000 trees in joint reforestation initiative with the PLDT Group in the Philippines 	<ul style="list-style-type: none"> Biodiversity preservation: Conduct jointly with related divisions through business activities Continue conducting forest maintenance activities at docomo Woods Hold docomo Woods Nature Classes at two locations nationwide Continue joint reforestation initiative with the PLDT Group in the Philippines

Initiatives		FY2010		FY2011
		Goals	Major Achievements	Goals
Social Contribution Activities				
Society				
Social contributions	<ul style="list-style-type: none"> ▪ Activities in support of children ▪ Social welfare activities ▪ International contribution activities ▪ Social contribution activities together with customers ▪ Mobile Communication Fund 	<ul style="list-style-type: none"> ▪ Contribute to sound development of young people through Youth Sports School (soccer and baseball clinics, etc.) ▪ Conduct social contribution activities together with customers ▪ Promote Ecocap Movement (plan to collect 1.5 million bottle caps) ▪ Continue conducting social contribution activities through the Mobile Communication Fund 	<ul style="list-style-type: none"> ▪ Conducted Youth Sports School for soccer, baseball, rugby and other sports ▪ Participated in Ecocap Movement (collected 2,828,216 bottle caps, equivalent to vaccines for 3,535 people) ▪ Mobile Communication Fund carried out academic and welfare support programs (Support for 101 organizations; support for 20 international students from Asia; awarded four people the DOCOMO Mobile Science Prize) 	<ul style="list-style-type: none"> ▪ Promote the sound development of young people through Youth Sports School (soccer, baseball clinics and rugby, etc.) ▪ Conduct social contribution activities together with customers ▪ Promote Ecocap Movement ▪ Continue conducting social contribution activities through the Mobile Communication Fund

Initiatives		FY2010		FY2011
		Goals	Major Achievements	Goals
For Our Employees and Business Partners				
Employees				
<ul style="list-style-type: none"> ▪ Diversity - Work-life balance ▪ Human resources development 	<ul style="list-style-type: none"> ▪ Employment and compensation - Respecting human rights at the workplace - Promoting work-life balance ▪ Professional skill development ▪ Mental health support ▪ Communicating with employees 	<ul style="list-style-type: none"> ▪ Continue promoting diversity at the workplace ▪ Encourage and fully support employee work-life balance ▪ Enhance communication between organizations and between employees 	<ul style="list-style-type: none"> ▪ Established rehiring program for employees leaving the company due to their spouse's transfer or relocation ▪ Established Working from Home program ▪ Held a seminar for male managers with female staff members, a seminar on balancing work and nursing care and a seminar on postpartum depression, and 268 people participated ▪ Management visited workplaces to get feedback directly from employees (88 visits by the president) 	<ul style="list-style-type: none"> ▪ Continue promoting diversity at the workplace - Encourage and fully support employee work-life balance - Enhance communication between organizations and between employees
Business partners				
Relations with suppliers, docomo Shops, etc.	Promoting free and fair transactions	<ul style="list-style-type: none"> ▪ Enhance training for docomo Shop staff to improve product and service related skills and support certification efforts ▪ Conduct initiatives to more fully establish CSR procurement 	<ul style="list-style-type: none"> ▪ Instituted new Smartphone Meister certification program ▪ Held briefings for new suppliers on CSR Procurement Guidelines 	<ul style="list-style-type: none"> ▪ Further enhance skill certifications and training on products and services for docomo Shop staff - Revise CSR Procurement Guidelines based on ISO 26000

Initiatives	FY2010		FY2011
	Goals	Major Achievements	Goals
Management Structure			
Management			
<ul style="list-style-type: none"> ▪ Corporate governance system ▪ Compliance ▪ Information security 	-	<ul style="list-style-type: none"> ▪ Carry out initiatives based on the findings of a survey on compliance and human rights awareness ▪ Utilize internal website to further raise compliance awareness 	<ul style="list-style-type: none"> ▪ Conducted survey on compliance and human right awareness for all Group employees ▪ Conducted compliance seminar for top management, training for Risk Compliance Leaders, and other training for managers and employees ▪ Revised the NTT DOCOMO Group Code of Ethics and publicized the revisions ▪ Regularly issued information to raise compliance and human rights awareness
			<ul style="list-style-type: none"> ▪ Carry out initiatives based on the findings of a survey on compliance and human rights awareness ▪ Distribute the NTT DOCOMO Group Code of Ethics Handbook to all Group employees to further foster a compliance mindset