

Third Party Comment

Opinions about CSR report



Hiroji Tanaka

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Hiroji Tanaka, in addition to serving as a college president, is an honorary member of the Japan Society for Business Ethics Study, chairman of the Whistleblower Protection Act Study Group and a member of the Ministry of Economy, Trade and Industry's ISO26000JIS National Committee, among others. Tanaka has published several titles, including "The Fundamentals of CSR," "Compliance Management" and "CSR Handbook." He worked at the Bank of Japan from 1954 to 1990 and concurrently graduated from Chuo University's Faculty of Law in 1959, and also served as a professor in Rikkyo University's Graduate School of Economics from 2002 to 2006.

The NTT DOCOMO Group has publically released its CSR Report 2011 as a booklet for the general public, as well as online. The online version contains more thorough information for the benefit of investors and others who require the full story with details. The report is based on NTT DOCOMO's CSR Message, which was created in parallel with the New DOCOMO Commitments announced in April 2008. Like last year, this year's report focuses on the four key themes of customer service, consistent quality, safety and security, and environmental protection. The report presents DOCOMO's enthusiasm for implementing CSR activities in the field.

What I highly evaluate

First, I should mention DOCOMO's efforts to support the victims of the Great East Japan Earthquake and promptly restore mobile phone services, which are so essential to daily life, based on the leadership of the company's president, who exhibited a clear understanding of the moment as chief of the Disaster Response Office, as well as the entire group's collective effort.

The company, having reconfirmed the importance of communication services in the aftermath of the disaster, acted quickly to establish new disaster preparedness in April and thereby strengthen its preparedness for the future.

Second is the company's medium- to long-term vision of where the company should be in 10 years. In July 2010, DOCOMO compiled Pursuing Smart Innovation: HEART, a vision of how the company will evolve into a provider of comprehensive services centered on mobility. Then in January 2011, DOCOMO released SMART for GREEN 2020, an environmental plan designed to help realize the HEART vision.

Given future uncertainties, it is commendable that the company has clarified its grand design of specific aims and activities for contributing to low-carbon, recycling-based societies and preserving biodiversity in accordance with DOCOMO's corporate philosophy. At the same time, the company took quick and appropriate action to revise the NTT DOCOMO Group Code of Ethics in light of the company's further globalization and ISO26000 certification.

Third, it is wonderful that customers evaluated DOCOMO as the most valued company in terms of both consumer and corporate services. This is a result of the company having focused in recent years on enhanced customer satisfaction and CSR as a cornerstone of its business. The achievement can be said to stem from the importance that DOCOMO places on interacting with and responding sincerely to its stakeholders, which is based on the company's concern for individuals, one of its key corporate themes. DOCOMO also has adopted various SRI indices, for which it has received considerable praise from professional institutions.

Fourth, the booklet version includes comments by advisory board members as a representation of public opinion. These thought-provoking comments by influential persons, all major players in their respective fields, focus on the company's outlook and ideals as well as its proactive approach to disclosure.

Expectations for Further Efforts

My first expectation is for DOCOMO to devise concrete plans and achieve consistent results with the initiatives created under its medium- to long-term visions Pursuing Smart Innovation: HEART and SMART for GREEN 2020. It would be desirable for DOCOMO to clearly define its steps for planning, implementation, results assessment and future challenges, taking into account the key themes for each respective year and working to involve young personnel in the process.

Second, this year the company must comprehensively verify its specific outcomes in light of GRI guidelines and ISO26000. For the NTT DOCOMO Group to succeed as a key player in global society, it must understand and accept what is required of it from an international perspective and then address societal issues through its core business as it continues to evolve as a company.

Response from DOCOMO



Hiroshi Matsui
Senior Executive
Vice President

This year's CSR Report explains DOCOMO's initiatives, which are focused on the four key themes of customer service, consistent quality, safety and security, and environmental protection, as well as the social background leading to the formulation of these initiatives. The information is presented in a booklet that clearly outlines the company's CSR activities.

A more detailed online report, which we created to meet the needs of investors and others, contains exhaustive information. By creating these two separately focused reports, we have attempted to communicate DOCOMO's CSR activities clearly and to the widest possible audience.

I very much appreciate Mr. Tanaka's praise for our efforts to quickly recover from the Great East Japan Earthquake. As we move deeper into the execution phase, we are striving to further strengthen our preparedness in line with the basic principles of our new disaster preparedness.

Next, Mr. Tanaka suggested that DOCOMO should devise concrete plans and obtain consistent results with the initiatives we implement under our medium- to long-term visions Pursuing Smart Innovation: HEART and SMART for GREEN 2020. He also wrote that DOCOMO is expected to clearly define its steps for planning, implementation, results assessment and future challenges, and to involve young personnel in the process. We intend to realize our medium- to long-term visions under the PDCA (plan, do, check, act) system. As part of this, we will devise specific objectives and plans, ask for the participation of young staffers as well as many others, and ultimately announce the results.

We will continue to give due consideration for GRI guidelines and ISO26000 in regard to our corporate initiatives, and we will work as a group to innovate solutions to societal problems.

Mindful of the evaluation that Mr. Tanaka has presented to us, we are now striving to help realize a sustainable society that transcend borders and generations as a place where all people can live in peace and harmony.

Evaluations by the Outside Parties

CSR Evaluations by the Outside Parties (as of September 9, 2011)

DOCOMO's CSR initiatives have earned high marks from research organizations in Japan and overseas.



DOCOMO is included in the Morningstar Socially Responsible Investment Index (MS-SRI), an SRI created by Morningstar Japan K.K. consisting of 150 listed Japanese companies with exceptional corporate social responsibilities.



FTSE4Good

DOCOMO is selected as a designated company for the FTSE4Good Index, a share index of socially responsible investments created by UK-based FTSE.



DOCOMO is rated as "Prime" by Germany-based oekom research AG as one of the leading telecommunications companies in the industry.



DOCOMO is included as a designated company of the Ethibel Sustainability Index Excellence, an SRI created by the Belgium-based agency Ethibel.



DOCOMO numbers among the Global 100 Most Sustainable Corporations in the World, a list produced by Canadian media company Corporate Knights.



DOCOMO is included as a designated company of the Dow Jones Sustainability Asia Pacific Index, by Dow Jones Sustainability Indexes (DJSI).

Major Awards

DOCOMO conducts its many CSR activities aligning with the CSR Message of NTT DOCOMO, and in fiscal 2010 we received a number of awards from authoritative institutions and organizations.

For example, in October 2010, we received an Excellence Award at the IAUD Award 2010 held by the International Association for Universal Design for our barrier-free initiatives at docomo Shops and efforts to improve the quality of customer service provided by shop staff based on the docomo Hearty Style concept. In addition, in February 2011 we were awarded the Minister of Education, Science, Sports, Science and Technology for the 20th Grand Prize of the Global Environment Award sponsored by Fujisankei Communications Group, which honors corporations and other organizations involved in global environmental problems. DOCOMO was recognized for successfully verifying additional energy efficiency measures for communications facilities at the Tachikawa ICT Ecology Center. And, in March, Oak Lawn Marketing, Inc., a member of the NTT DOCOMO Group, received an Excellence at the Mentor Award 2011 held by the Japan Productivity Center's Working Women's Empowerment Forum, an organization dedicated to the growth and development of working women. The company was recognized for its personnel development initiatives for both junior and mid-career employees and for revamping personnel systems with the aim of maintaining working conditions conducive to fulfilling, long-term employment.

Other Major Awards

Date	Award	Sponsor
June 2010	2010 National Commendation for Invention Prime Minister's Invention Prize	Japan Institute of Invention and Innovation
October 2010	FY 2010 Industrial Standardization Awards Industrial Science and Technology Policy and Environment Bureau Director-General's Award	Ministry of Economy, Trade and Industry
February 2011	Global Mobile Awards 2011 Best Mobile Innovation for Automotive & Transport	GSM Association
February 2011	Nikkei Superior Products and Services Awards MJ Grand Prize	Nikkei Inc.
March 2011	Awarded 56th Maejima Prize	Teishin Association Incorporated Foundation