1. Top-level Commitment

DOCOMO strives with its stakeholders to enhance customer service and achieve sustainable social development.

Kazuhiro Yoshizawa
President and Chief Executive Officer

CSR is Synonymous with Our Business Activities

DOCOMO pursues its mission as a telecommunications carrier by continuously providing stable communications for customers. We also strive to continue providing new value for customers and for society as a whole as an additional pillar of our operations. I believe these business activities are synonymous with CSR, and we have always placed CSR at the heart of our operations.

The “Declaration beyond” Medium-Term Strategy to 2020 announced in April 2017 looks to the year 2020 and beyond with the aim of providing new value to customers and society at large by working hand in hand with diverse partners and adding DOCOMO’s strengths into the mix. We will deliver benefits and convenience, enjoyment and surprise as well as satisfaction and peace of mind to individual customers while co-creating solutions for social issues with our partners.

Furthermore, we will uphold the key phrase “from subscribers to members” in fiscal 2018 as we pursue business transformation focused on a customer base founded on a broader definition of “members.” We will provide secure, stress-free support for customers anytime, anywhere to deliver benefits, convenience and surprise that are one step ahead.

Through these efforts we will seek to forge a stronger bond with customers.

We have two aspects in initiatives that drive our ESG management. One is “Innovative docomo,” through which we seek to resolve social issues by providing new value, and the other is “Responsible docomo,” with which we aim to create a trustworthy company that fulfills its social responsibilities.

By integrating them, DOCOMO will also strive to achieve the Sustainable Development Goals (SDGs) adopted at a UN summit and contribute to sustainable social development in accordance with the Paris Agreement and other requirements.

We are also pursuing concrete initiatives for the eight Sustainable Focuses based on the CSR Mid-Term Target formulated in 2017 as our new guidelines for CSR activities,
Solving Social Issues through “Innovative docomo”

Co-creating with 5G

We offer the “docomo 5G Open Partnership Program” free of charge so that we can create new services for the 5G era in collaboration with a broad range of partners. As of July 2018, more than 1,600 companies and organizations are participating in the program. We will continue to focus on wide-ranging partnerships toward launching commercial 5G services in 2020.

We are also engaged in collaborations for realizing concrete 5G services through our “5G trial site.” DOCOMO is working with Komatsu Ltd. on a verification trial aimed at developing a 5G-based remote control system for construction and mining equipment. This could provide a solution to the labor shortage by reducing the number of workers required at construction sites.

Furthermore, we are conducting verification trials with Wakayama Prefecture and Wakayama Medical University to enable remote diagnosis based on high-definition diagnostic image transmission and real-time communication linking university hospitals capable of providing advanced medical treatment with clinics in outlying regions. This could provide a solution to the labor shortage by reducing the number of workers required at construction sites.

Strengthening Governance to Enhance Corporate Value

For DOCOMO to remain a trustworthy and sound company that can achieve sustainable development, I believe that we must strengthen our systems in line with the principles of the Corporate Governance Code to ensure the effective functioning of our corporate governance.

The Board of Directors follows a transparent process of decision making, as in the forming of “Declaration beyond,” in which lively discussions were held among internal and external directors to reach a consensus. Outside directors engaging in recovery work and responding in other necessary ways. During the heavy rains that hit northern Kyushu in July 2017 and heavy rainfall that affected vast areas across Japan in July 2018, we worked to swiftly recover telecommunications by dispatching mobile base station vehicles and setting up alternative routes for transmission. We also loaned satellite mobile phones to local governments, provided battery chargers at no cost to help those who were affected, and set up a charity site to donate money and d POINTs. While we naturally seek to secure communications as a social infrastructure, we also make the utmost effort to support reconstruction efforts for affected areas and people.

DOCOMO is aware that it has a major obligation to address the inherent risks of mobile networks. Mobile phones and smartphones are owned by people of all ages, which gives rise to various challenges. Given these, DOCOMO has sought to ensure safety and security for all users, from children to adults, by holding smartphone and mobile phone safety classes, with over 11 million participants as of May 2018. Additionally, we are progressively expanding the number of classes held jointly with police authorities to locations nationwide. DOCOMO will continue to actively engage in efforts that reflect social trends toward creating a secure and safe society.

Promoting Workstyle Reform

To realize workstyles that promote autonomy and a fighting spirit in each employee, DOCOMO is making an effort based on the three pillars of diversity management, workstyle choices, and health and productivity management. We also offer other companies workstyle reform recommendations, based on our own experiences.

Specifically, we have developed a workstyle solution that combines “telework ICT,” such as the cloud services necessary for teleworking, with “co-working space,” which supports working outside the office, to give workers the flexibility to choose where and when to work. DOCOMO began offering this “Workstyle innovation package” in June 2017 as a contribution to raising labor productivity for society as a whole.

Becoming a Trustworthy Company through “Responsible docomo”

Providing Security, Safety and Comfort in Daily Life

DOCOMO is responsible for sustaining the social infrastructure of mobile networks, and we believe our mission is to continuously provide stable and reliable telecommunication services for our customers.

Especially in times of an emergency, we strive to provide telecommunication services that connect people by swiftly and higher sales for partner companies, while also contributing to reducing CO2 emissions from society through more efficient operations.

Furthermore, we launched “docomo sky,” a total-support platform for drone operations, for companies that provide services using drones, and we are already contributing to improved productivity by offering support for services such as automated inspections of solar panels.

1. Top-level Commitment
Balancing Environmental Issues with Sustainable Development

Today, no one can avoid taking action for global environment issues. DOCOMO addresses climate change by striving to reduce CO₂ emissions. In addition, we have established expert subcommittees on issues such as conserving and reducing electricity consumption and the effective use of resources, and each sets its own action plan targets.

For example, we are reducing CO₂ emissions associated with the use of electricity at base stations by actively installing network equipment that consumes less electricity and adopting technologies that reduce environmental impact when building new base stations. In particular, through the promotion of “green base stations” equipped with solar panels and high-capacity rechargeable batteries and the building of solar power generation systems in unused areas on the grounds of our wireless relay stations, we are encouraging and expanding the use of environmentally friendly and safe renewable energy as our contribution to reducing environmental impact.

Conclusion

Through these CSR initiatives, DOCOMO will fully consider and resolve the issues and concerns of each individual person and society at large to deliver new value for society continuously while also striving to improve customer service and achieve sustainable social development.

We communicate our CSR initiatives through our “For ONEs” website, which expresses our intent to serve each individual person. We hope that resource along with this Sustainability Report will aid your understanding of DOCOMO’s CSR.