

# 4 Sustainability of DOCOMO

## CONTENTS

---

- 035 NTT DOCOMO Group CSR Policy
- 036 NTT Group CSR Charter
- 037 CSR Mid-Term Target
- 048 Sustainability Management System
- 050 Instilling Awareness of CSR and SDGs
- 050 Initiatives for SDGs
- 054 Stakeholder Engagement



For DOCOMO, CSR is synonymous with its business activities. We contribute to the sustainable development of society through our business, guided by our two major goals of continuously providing new value for our customers and for society, and fulfilling our responsibility to society, which includes consistently ensuring stable communication for our customers.

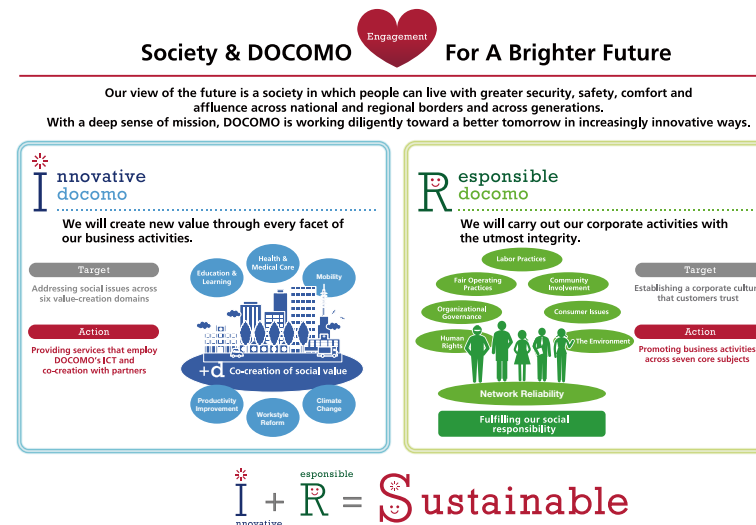
## NTT DOCOMO Group CSR Policy

Guided by the NTT Group CSR Charter, the DOCOMO Group seeks to create new services with social value and achieve sustainable growth and development alongside society by formulating the CSR Policy to promote our initiatives. Under the policy, we have defined both aspects of our initiatives: “Innovative docomo” and “Responsible docomo.” The diagram on the right explains DOCOMO’s CSR activities.

### Approach to CSR Policy

CSR is inseparable from our business activities; it is synonymous with our business activities. The foundation of our business lies in serving society by providing new value. And we are pursuing our CSR Policy on two fronts: “Innovative docomo” and “Responsible docomo.” DOCOMO’s CSR consists of creating a sustainable society by incorporating these two aspects. By linking them to the SDGs and engaging in dialogues with our stakeholders, we will actively pursue our initiatives to resolving various social issues and advancing society in general, thereby increasing our corporate value.

### NTT DOCOMO Group CSR Policy



(established in December 2015 and revised in May 2017)

#### Innovative docomo

“Innovative docomo” represents our attempts at co-creating new value through our “+d” initiatives to address education, health and medicine, workstyle reform and other social issues. In accordance with our philosophy that we serve society at large as our customers, we provide new value through collaboration with our partners. We will deliver value and inspiration for our individual customers, such as benefit and convenience, enjoyment and surprise as well as satisfaction and peace of mind, while providing services and solutions for social issues for society at large.

#### Responsible docomo

“Responsible docomo” represents our commitment to creating a trustworthy company that fulfills its social responsibilities. Throughout all of our business undertakings we will engage in activities with integrity and meet those responsibilities as a leading company in the mobile and IT industries.

 [NTT DOCOMO Group CSR Policy](#)

## NTT Group CSR Charter

NTT Group has been working to achieve sustained growth through the resolution of social issues by referring to the NTT Group CSR Charter as its basic principles. This charter consists of a statement of our commitment to corporate social responsibility and also the four CSR goals that outline specific priority aspects of our CSR activities, which we strive to promote in a united effort.



### NTT Group CSR Charter

#### CSR Message

**We as the NTT Group will take initiatives in solving social issues through our business activities, as Your Valued Partner, and will contribute to creating a safe, secure and sustainable society.**

#### CSR Theme

##### 1. Enrich Society

We will contribute to creating a more prosperous and smarter society with a sustainable development focus and by solving various current social issues resulting from future innovation around the world by enabling our clients' digital transformation.

##### 2. Protect Environment

We will reduce our environmental impact throughout our business, and will take the initiative in reducing the current environmental issues of society by using information and communication technology (ICT) to help resolve this worldwide challenge.

##### 3. Safety and Security

We provide ICT services that support society and help ensure safety, information security and privacy and will provide reliable ICT solutions that are resistant to physical or cyber attacks and designed for fast recovery from any disasters.

##### 4. United NTT

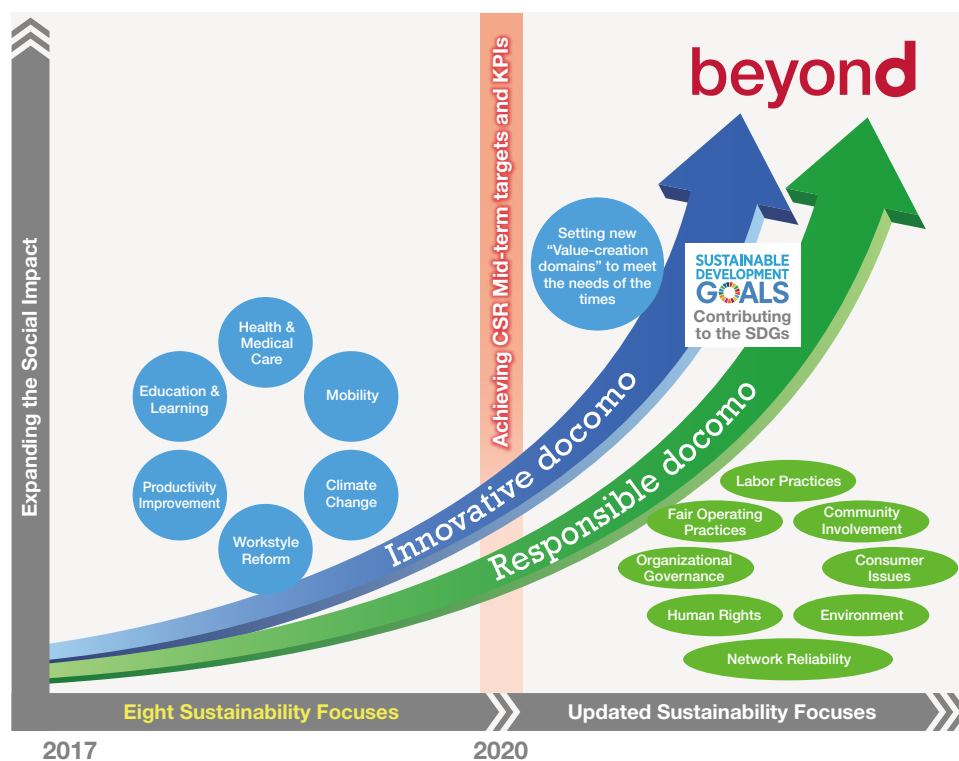
We, as NTT, will always work with a high ethical perspective, respect for human rights and awareness of our partners as well as creating a safe working environment with respect for diversity and individual growth, and the creation of healthy communities.

(revised on May 24, 2019)

## CSR Mid-Term Target

The CSR Mid-Term Target outlines the goals to be attained by 2020 toward realizing a society in which people can live with security, safety, comfort and affluence, a goal stated in the DOCOMO Group's CSR Policy. We determined our Mid-Term CSR Target by identifying the Eight Sustainability Focuses that DOCOMO must address to fulfill its social responsibility, and then we set specific mid-term targets and KPIs for each issue.

### Roadmap for the CSR Mid-Term Target



## Eight Sustainable Focuses

Sustainability Focus	Related CSR Policy Areas
1. Contribute to society and environment through ICT	All six areas
2. Information security measures	Consumer issues, fair operating practices
3. Strengthen corporate governance	Organizational governance, fair operating practices
4. Ensure stability and reliability of communication services	Consumer issues, network reliability
5. Enhance customer satisfaction and protect children	Consumer issues, community involvement
6. Promote safety, health and welfare	Labor practices
7. Respect human rights and diversity	Human rights, labor practices, fair operating practices
8. Address climate change and effectively use resources	The environment

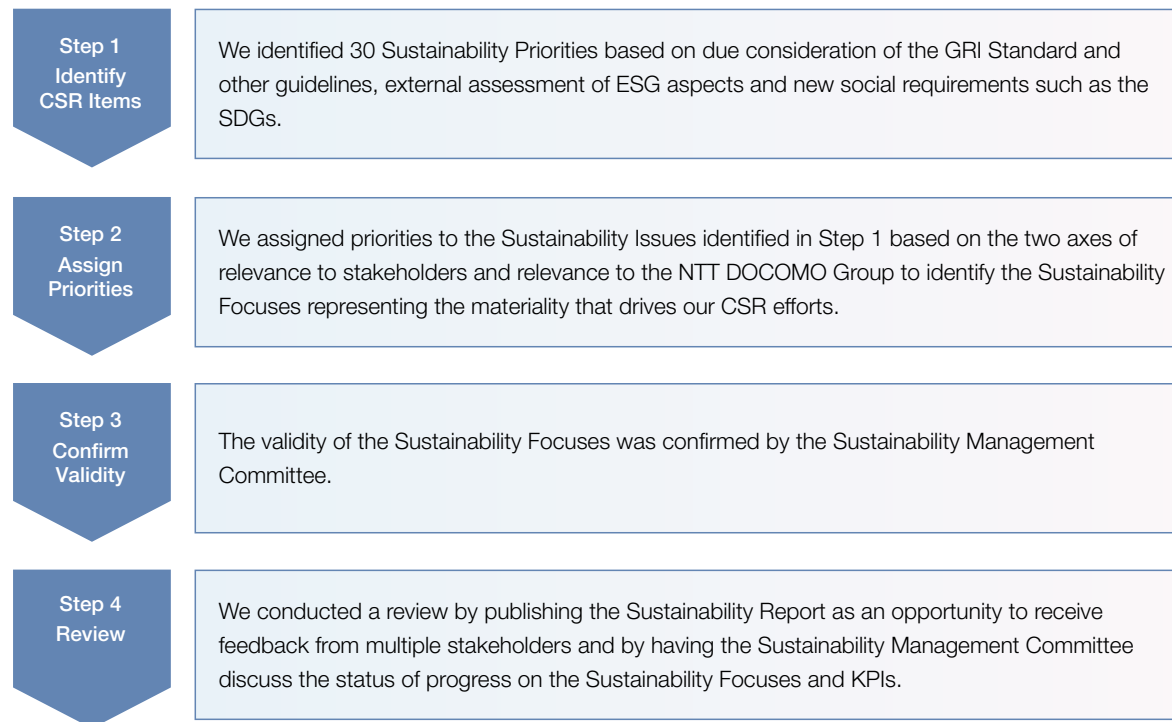
Note: We provide detailed information on the process of identifying the eight sustainable focuses, mid-term targets and KPIs on pages

In fiscal 2020, the final year of the Mid-Term Target, we will verify the progress and results of our activities addressing the Eight Sustainable Focuses to derive our new Sustainable Focuses for 2021 and beyond. Under the CSR Policy, the value creation domains of the “Innovative docomo” initiative will be reviewed as required to meet the needs of the times while at the same time we reference global targets, which include the SDGs for taking on the challenges of creating new value toward developing a sustainable society. As for the Seven Core Issues laid out to guide us in our “Responsible docomo” initiative, through which we aim to become a reliable company with our goal of achieving network reliability, we will continue our pursuit beyond 2020 to expand our social impact.

## Materiality Analysis

In recent years, we have observed strong demand for global action to create a sustainable society, as evidenced by the adoption of the Sustainable Development Goals (SDGs) by the UN General Assembly and the Paris Agreement at COP21.

With due consideration of these international trends and DOCOMO's business environment, we conducted a materiality analysis on the environmental, social and corporate governance (ESG) aspects of our internal and related external environments following the process based on the GRI Standards for sustainability reporting.



## Step 1: Identification of Sustainability Priorities

We identified 30 Sustainability Priorities based on extensive consideration of various guidelines, including the GRI Standards and ISO 26000 (social responsibility) guidelines, external ESG assessments, such as the Dow Jones Sustainability Index (DJSI), and industry benchmarks, as well as new issues related to sustainability, such as the SDGs.



### 30 Sustainability Priorities Identified by the Analysis

Using the above process, we categorized the 30 Sustainability Priorities into “Economy” (including governance), “Environment” and “Society.”

No	Category	Sustainability Priorities
1	Economy	Contribute to society and environment through ICT
2		Improve access to ICT
3		Generate innovation
4		Offer indirect contribution to regional economies
5		Brand management
6		Co-create with partners
7		Strengthen corporate governance
8		Stakeholder engagement
9		Identify materiality issues and firmly implement the PDCA cycle
10		Enhance reliability and disclose ESG data
11		Control negative incidents and disclose information
12		Pursue initiatives to promote long-term shareholding
13		Manage intellectual property
14		Participate in various initiatives
15		Systemize management and supervision to improve ESG performance
16	Environment	Address climate change and effectively use resources
17		Reduce environmental impact of business operations
18		Promote safety, health and welfare
19		Ensure stability and reliability of communication services
20	Society	Information security measures
21		Respect human rights and diversity
22		Enhance customer satisfaction and protect children
23		Create attractive working environments
24		Fair advertising and sponsorship
25		Apply quantitative assessment to human resource development
26		Promote Group-wide activities for community investment
27		Maintain favorable labor-management relationship
28		Media ethics
29		Maintain dialogue with regional communities on negative effects of EMF
30		Address conflict mineral issues

### Step 2: Prioritization

We prioritized the 30 Sustainability Issues identified in Step 1 from the standpoints of stakeholders and the NTT DOCOMO Group, and the results were mapped on the matrix to identify the NTT DOCOMO Group Sustainability Focuses.

In prioritizing these issues we also sought to reflect the results of the DOCOMO Group employee satisfaction survey and feedback from customers and other stakeholders.

#### Prioritization from the Standpoint of Stakeholders

We determined the priorities from the standpoint of stakeholders after developing a broad understanding of their expectations toward the ICT industry, by referencing the DJSI, FTSE, ISO 26000, UN Global Compact (Advanced COP), RBA (Responsible Business Alliance)\*<sup>1</sup>, GSMA\*<sup>2</sup>, OECD Guidelines for Multinational Enterprises and analysis conducted by other companies in the ICT industry.

\*<sup>1</sup> Formerly EICC (Electronics Industry Citizenship Coalition Code of Conduct); name changed in October 2017.

\*<sup>2</sup> The GSM Association is a trade organization comprising around 750 mobile communications companies and more than 400 related firms. The GSMA spearheads various initiatives to address challenges facing the industry and promotes SDGs as a major initiative.

### Prioritization from the Standpoint of DOCOMO

DOCOMO reconfirmed its identification process for materiality related to CSR. For the risk aspects, we used the risk identification process we apply to risk management, and for the opportunity aspects we envisioned the following business scenarios, including the new business domains that reflect our medium-term targets, and assessed their impact on the 30 related themes. We identified the priorities for DOCOMO by considering both the risks and opportunities.

#### Envisioned Business Scenarios

- Impact assessment for each aspect: economic, environmental and social
- Impact assessment for business management: networks, devices, charges and services
- Impact assessment for each business domain: media, commerce, finance, healthcare and the environment
- Impact assessment for Sustainability Issues: safety and security, education, IoT, climate change, declining birthrate and aging population, and disparities

### Step 3: Validation

Once identified, the Sustainability Focuses were examined by the Sustainability Management Committee chaired by the president and CEO and comprised of senior executive vice presidents, members of the Board of Directors, Audit & Supervisory Board members, and the general managers of relevant departments. The committee confirmed the validity of these priorities based on how well they reflected the expectations of stakeholders and whether they covered all issues of importance to the DOCOMO Group.

Based on the results of this materiality analysis, eight related themes deemed as high priority were designated as the Sustainability Focuses of the DOCOMO Group.

In addition, we formulated the CSR Mid-Term Target along the lines of the Eight Sustainable Focuses that were identified, setting the concrete Mid-Term Goals and KPIs, which we intend to accomplish by 2020 in order to carry out effective CSR activities.

#### How to View the Materiality Map

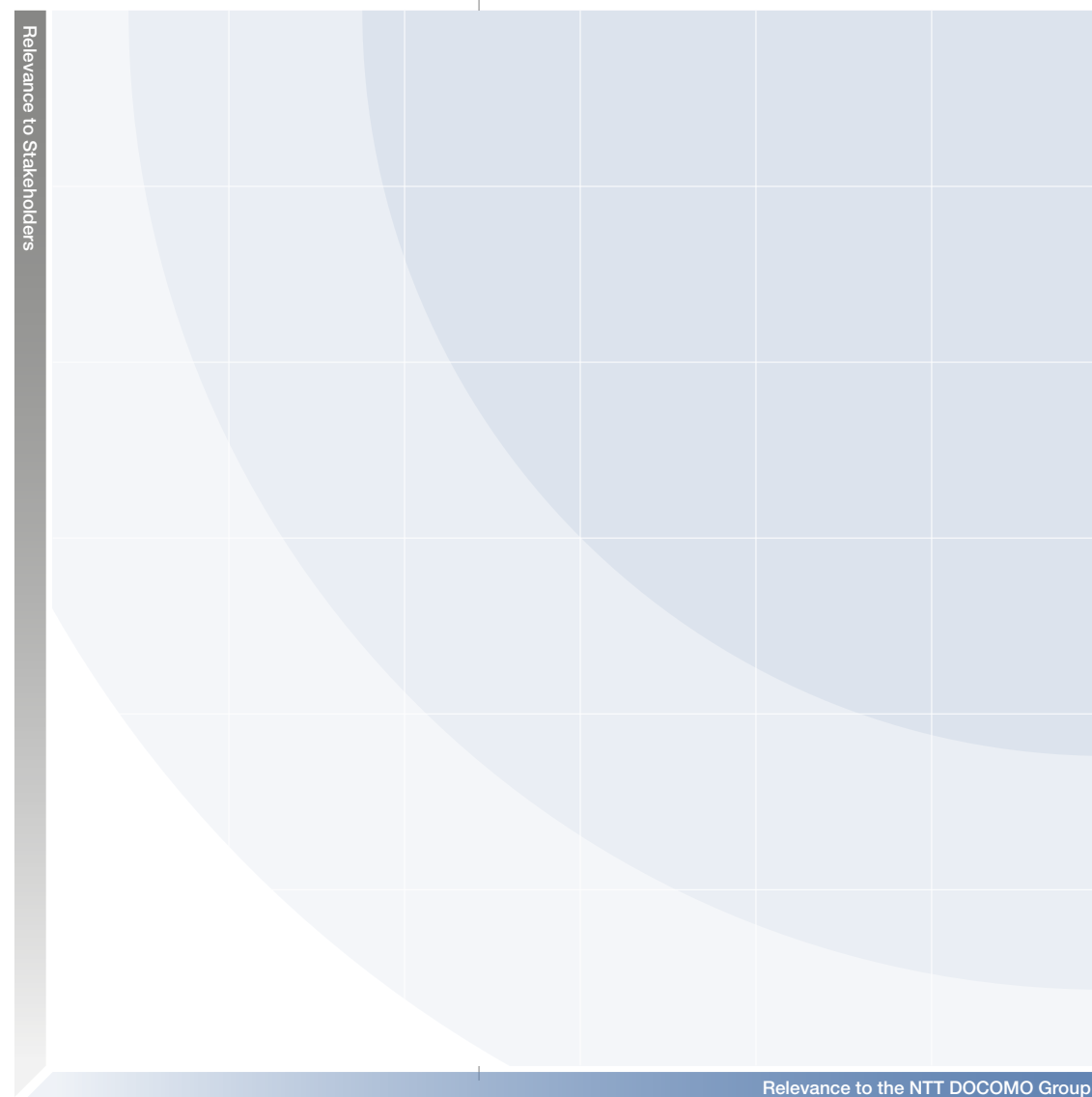
**Economy   Environment   Society**

The relevant field will appear by using the mouse to position the pointer over each of the circles to the right section.

### Step 4: Review

The Sustainability Management Committee meets twice a year to deliberate on the status of progress of our Sustainability Focuses and KPIs through discussions with management. We conduct a review based on the results and revise the Mid-Term CSR Target for the next fiscal year. The Board of Directors receives reports on the committee's discussions and provides oversight to ensure management effectiveness, including materiality. Furthermore, we create opportunities for receiving feedback from our stakeholders by publishing the information in our Sustainability Report and on our website.

### DOCOMO Group's Sustainability Focuses (Materiality)





## Reasoning for Identification of Materiality

Material Topic	Reasoning behind Materiality	Scope of Impact
① Contribute to society and environment through ICT	It is important for our business activities to develop and deliver services that help address social issues as a way to contribute through our main business.	NTT DOCOMO Group, customers, corporate customers, business partners, partner companies, employees
② Information security measures	As a telecommunications service provider, it is highly important that we address the increasingly serious threats to security and protect customer information assets.	NTT DOCOMO Group, customers, corporate customers, business partners, employees
③ Strengthen corporate governance	It is important for our business activities to enhance corporate value by ensuring rapid and transparent management through the effective functioning of corporate governance.	NTT DOCOMO Group, shareholders and investors, customers, corporate customers, business partners, partner companies, employees
④ Ensure stability and reliability of communication services	It is important to fulfill our mission as a telecommunications service provider by consistently providing users with a safe communication environment.	NTT DOCOMO Group, customers, corporate customers, partner companies, governments, telecommunications industry
⑤ Enhance customer satisfaction and protect children	It is important for our business activities to enhance customer satisfaction while also protecting children from problems related to the use of smartphones and mobile phones, which have become a social issue.	NTT DOCOMO Group, customers, business partners, employees
⑥ Promote safety, health and welfare	It is important for our business activities to promote the safety and health of employees to engage in business operations vigorously.	NTT DOCOMO Group, business partners, employees
⑦ Respect human rights and diversity	We are aware of the importance of respecting the human rights of all stakeholders across our business activities.	NTT DOCOMO Group, customers, business partners, employees, nonprofit organizations and non-governmental organizations, local communities
⑧ Address climate change and effectively use resources	It is important to fulfill our mission as a corporate citizen by recognizing global environmental issues as a key management concern and by mitigating the environmental impact not only of our business activities but of society as a whole.	NTT DOCOMO Group, global environment, business partners, employees, nonprofit organizations and non-governmental organizations, local communities



## Relationship between Sustainability Focuses and the SDGs

We identify the Eight Sustainability Focuses through the process of determining its materiality and link them with the SDGs, as shown in the chart on the right. DOCOMO is a member of the GSMA, an association of mobile communications carriers and device makers, which pursues various initiatives aimed at resolving issues related to the ICT industry and takes actions that recognize the importance of contributing to the promotion of SDGs. We actively participate and contribute to the GSMA as a significant initiative.

[Sustainable Development Goals \(SDGs\)](#)

[GSMA #BetterFuture](#)

## Scope of the Sustainability Focuses

Since the communications services undertaken by DOCOMO and its 12 functional subsidiaries constitute the Group's main business, the most important scope covers DOCOMO and its 12 functional subsidiaries.

### Related SDGs



### Related SDGs



### Related SDGs



### Related SDGs



### Related SDGs



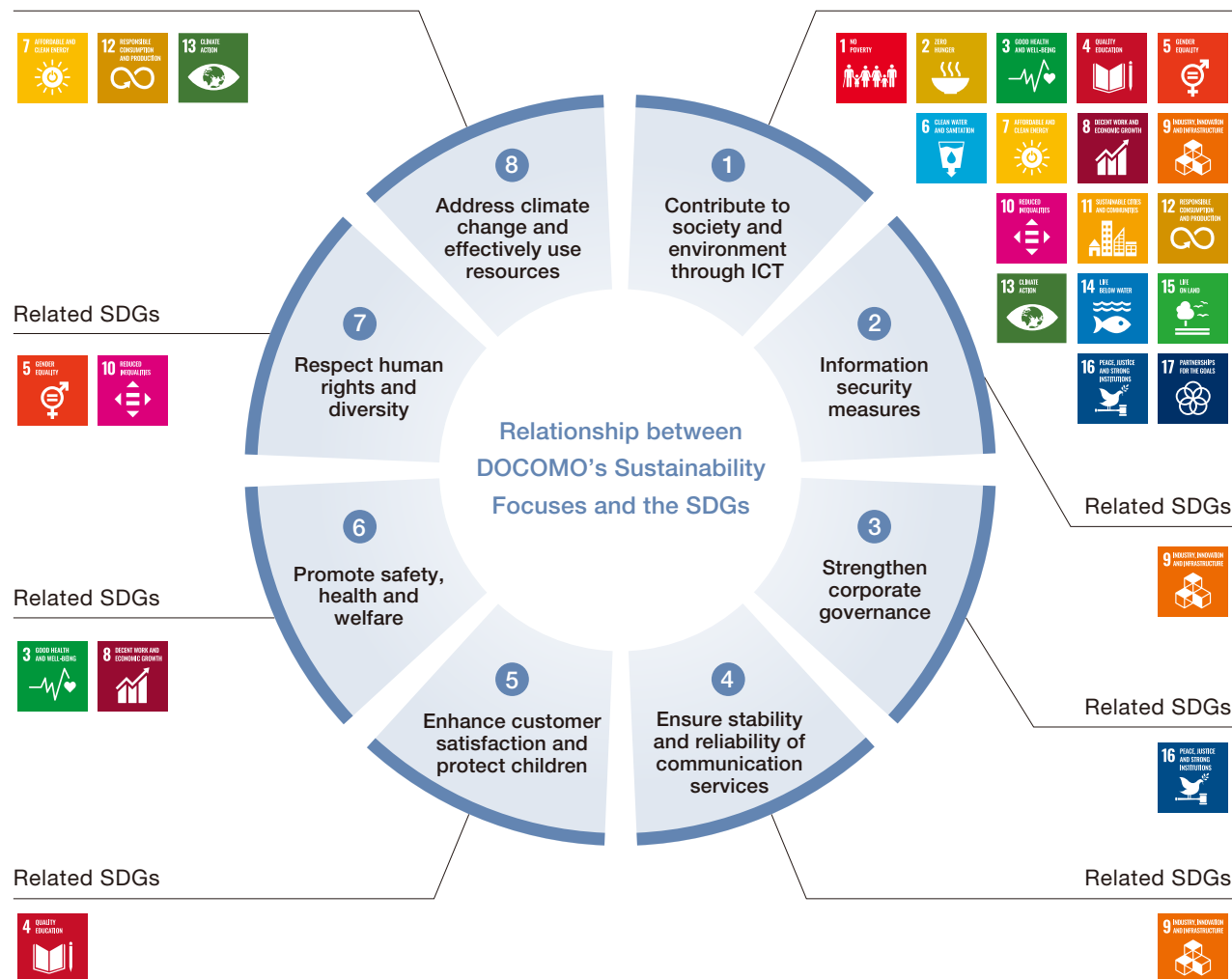
### Related SDGs



### Related SDGs



### Related SDGs



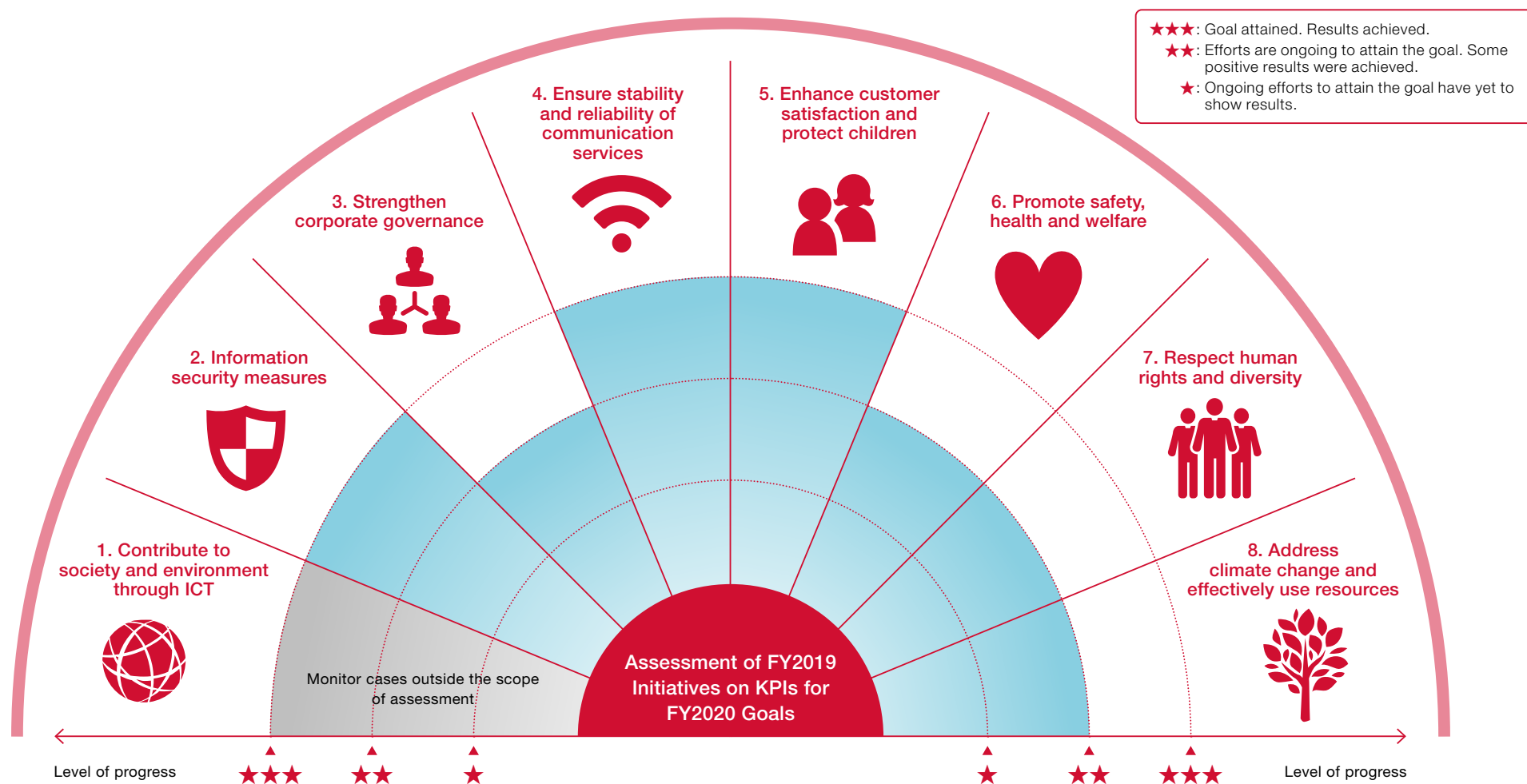
Note: In view of our recent business activities, we reviewed the relationship between our Sustainability Focuses and the SDGs in August 2019.

## DOCOMO's Sustainability Focuses and Initiatives




### Assessment of FY2019 Initiatives on KPIs for FY2020 Goals

To measure the results of CSR activities and later apply them in our efforts, we have designated mid-term goals and KPIs for fiscal 2020 that are based on the Eight Sustainability Focuses disclosed in the Mid-term CSR Target in fiscal 2017.

We rate the results of our initiatives for the Eight Sustainability Focuses in three stages, as shown in the list. The assessment of fiscal 2019 results is reported for deliberation by the Sustainability Management Committee, attended by the Board of Directors, and will be used to improve our initiatives for the following fiscal year.






## List of KPIs and FY2019 Results

Sustainability Focuses	Mid-term Goals	KPIs for FY2020 Goals		Major Results for FY2019	Assessment
 1. Contribute to society and environment through ICT	Provide ICT services that contribute to resolving social issues	(1) Cases in which ICT services contribute to resolving social issues	Monitor cases	Collected and submitted reports on cases of social solutions directly linked to the "Innovative domains" of the CSR Policy	—
 2. Information security measures	Protect customer information assets by addressing increasingly sophisticated and serious security risks	(1) Number of information security incidents	0 cases	0 cases	★★★
		(2) Conduct information security training	At least once a year for all employees	Conducted training for all employees	
		(3) Information security management carried out by subcontractors	Monitor the situation	Implemented compliance by creating a manual that defines information management rules for subcontractors	
 3. Strengthen corporate governance	Establish a corporate culture that society trust	(1) Organize more stakeholder dialogues	More than in the previous year	Held 31 meetings*1 with shareholders and investors led by executives (FY2018: 42 meetings)	★★
		(2) Appoint two or more independent outside directors	Ratio of independent outside directors: more than one-third of total directors*2	Ratio of independent outside directors: one-third of total directors (five outside directors)	
		(3) Percentage of participation in compliance training	Monitor the situation	Conducted training for all employees, with 93.0% attendance	
		(4) Number of compliance violations	Monitor the situation	47 cases of violations out of a total of 103 consultations on compliance	

\*1 The number of meetings decreased due to COVID-19 pandemic.

\*2 We changed a KPI for fiscal 2020.



★★★: Goal attained. Results achieved. ★★: Efforts are ongoing to attain the goal. Some positive results were achieved. ★: Ongoing efforts to attain the goal have yet to show results.

Sustainability Focuses	Mid-term Goals	KPIs for FY2020 Goals		Major Results for FY2019	Assessment
 4. Ensure stability and reliability of communication services	Provide stable communication services and promptly resume operations in the event of a disaster or other emergencies	(1) Stable service provision rate	100%	100%	★★★
		(2) Number of major accidents	0 cases	0 cases	
		(3) Increase in percentage of population covered by LTE	Higher than in the previous year	99.9% (FY2018: 99.8%)	
		(4) Large-zone base station coverage of prefectural capital cities	100%	100%	
 5. Enhance customer satisfaction and protect children	Enhance customer satisfaction and protect children from problems related to smartphone and mobile phone use	(1) Customer satisfaction and customer service surveys	Monitor the results*1	<ul style="list-style-type: none"> <li>Customer Feedback: approx. 4.7 million cases</li> <li>Improvements originating from employee feedback: approx. 219 cases</li> </ul>	★★★
		(2) Smartphone and mobile phone safety classes	1.3 million attendees	Approx. 1.37 million attendees	
 6. Promote safety, health and welfare	Promote employee safety and wellness to maintain vigorous business operations	(1) Enhance level of employee satisfaction*2	Target: 7.7 points	Job satisfaction: 7.2 points	★★
		(2) Total annual hours worked	1,800–1,899 hours	1,812.2 hours	
		(3) Number of serious industrial accidents during construction work (involving heavy injuries)	0 cases	4 cases (4 heavy injuries)	
		(4) Implementation rate of specific health guidance	37%	43.6%	
		(5) Implementation rate of stress checks	95%	97.5%	

\*1 We collected and analyzed customer feedback and effectively used it in the development and improvement of our products and services, and the enhancement of the quality of our response.

\*2 We conducted a survey on employee attitudes (job satisfaction), workplace environment (conduciveness to work), and other aspects.

★★★: Goal attained. Results achieved. ★★: Efforts are ongoing to attain the goal. Some positive results were achieved. ★: Ongoing efforts to attain the goal have yet to show results.

Sustainability Focuses	Mid-term Goals	KPIs for FY2020 Goals		Major Results for FY2019	Assessment
 7. Respect human rights and diversity	Respect the human rights of all stakeholders across all aspects of business activities	(1) Ratio of female managers	7.5%	6.9%	★★★
		(2) Ratio of persons with disabilities	2.2%	2.48%*1	
		(3) Number of human rights violations	Grasp cases	22 cases	
		(4) Percentage of participation in human rights training	Grasp the situation	93.0%	
 8. Address climate change and effectively use resources	Steadily implement Green Action Plan 2030 and pursue the most advanced environmental management	(1) Amount of contribution to the reduction of CO <sub>2</sub> emissions	40 million tons	40.10 million tons	★★★
		(2) Electrical efficiency of the communication services	Sevenfold increase compared to fiscal 2017	Increased by 9.6 times compared to fiscal 2017	
		(3) Final disposal ratio of waste	1.4% or below	2.1%	
		(4) Used mobile phone collection	16 million units (cumulative total for fiscal 2017–2020)	14.44 million units (cumulative total for fiscal 2017–2019)	
1. to 8. Items common to all the Sustainability Focuses (for customers and local communities)	Develop DOCOMO's image as a company that actively engages in CSR activities	(1) CSR-related corporate rankings in Japan	Maintain high position	<ul style="list-style-type: none"> <li>• Number two in the overall category of the Toyo Keizai CSR Company Ranking</li> <li>• Obtained five stars in the Nikkei Smart Work Survey</li> </ul>	★★★
		(2) Community investment	1% of profit	0.91% (approx. 7.8 billion yen)	
		(3) Number of employees participating in volunteer activities	More than in the previous year	25,374 employees (FY2018: 31,493 employees)	
1. to 8. Items common to all the Sustainability Focuses (for shareholders and investors)	Earn high marks from investors and other stakeholders in Japan and abroad by meeting the growing needs of ESG investment	(1) Major ESG investment indexes*2	Selection to indexes	Selected to the following indexes: <ul style="list-style-type: none"> <li>• Dow Jones Sustainability World Index (DJSI World)</li> <li>• FTSE4Good Index Series</li> <li>• MSCI ESG Leaders Indexes</li> <li>• FTSE Blossom Japan Index</li> <li>• MSCI Japan ESG Select Leaders Index</li> <li>• MSCI Japan Empowering Women (WIN) Select Index</li> <li>• S&amp;P/JPX Carbon Efficient index</li> </ul>	★★★★

\*1 As of June 1, 2020 \*2 In view of recent trends in ESG investment, indexes in Japan and abroad have been combined under the same category.

★★★★: Goal attained. Results achieved. ★★★: Efforts are ongoing to attain the goal. Some positive results were achieved. ★: Ongoing efforts to attain the goal have yet to show results.

## Initiatives for Contributing to Society and the Environment through ICT

For more information, [see](#):

### Education and Learning



- ▶ Promotion of Educational ICT at Schools

### Mobility



- ▶ AI-operated bus
- ▶ d car share

### Workstyle Reform



- ▶ IoT Managed Services
- ▶ docomo AI Agent API (FAQ Chatbot)

### Health and Medical Care



- ▶ docomo AI Agent API (Dialogue Robot)
- ▶ d healthcare
- ▶ my sleep
- ▶ Quit-Smoking Online

### Productivity Improvement



- ▶ Oshaberi Annaiban
- ▶ docomo AI Agent API (Agricultural Remote Guidance)
- ▶ docomo IoT Production Line Analysis

### Climate Change



- ▶ Communication Method for IoT Services “LTE-M”

## Sustainability Management System

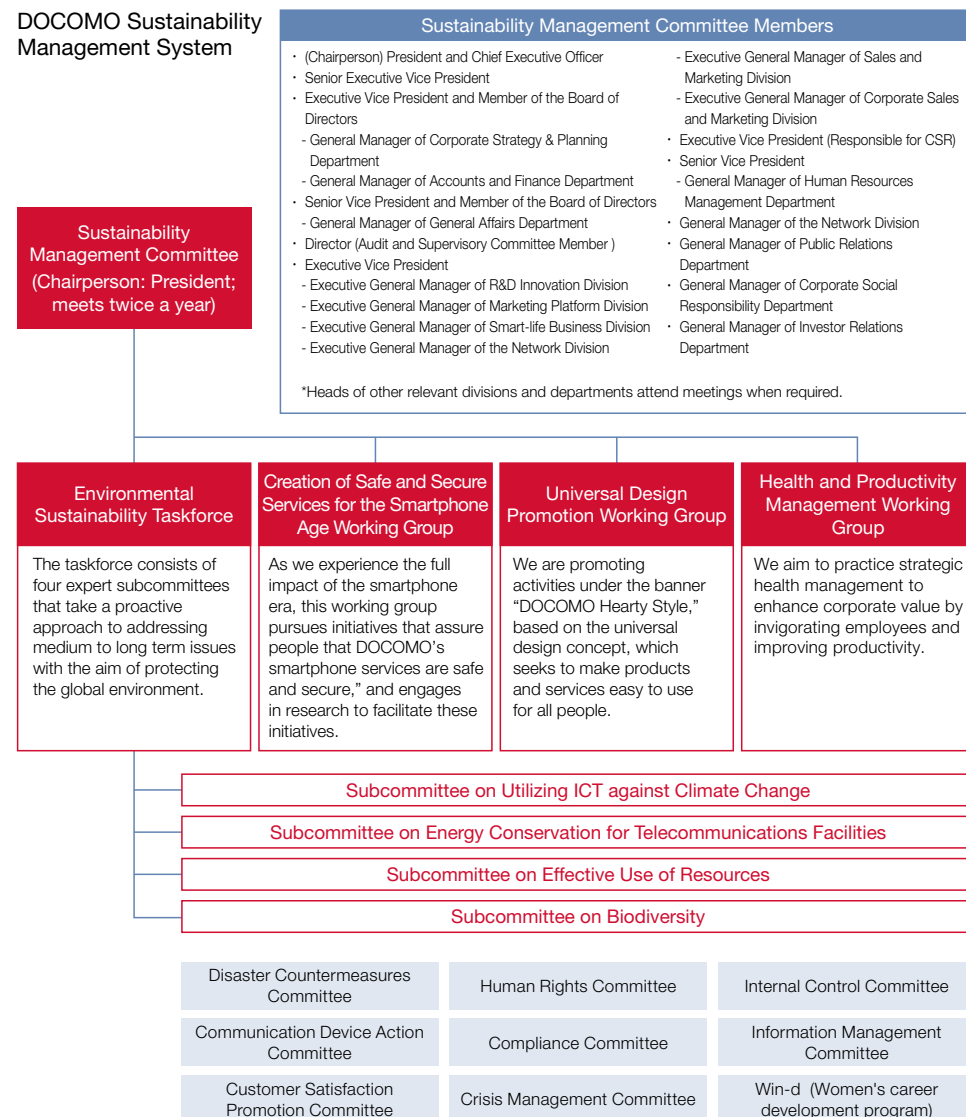
DOCOMO convenes a meeting of the Sustainability Management Committee twice a year to discuss integrating CSR with management, share national and international topics and review progress on the Sustainability Focuses. The committee, chaired by the president and CEO, comprises senior executive vice presidents, members of the Board of Directors, Audit & Supervisory Board members, and managers of the relevant departments. The committee serves as the supervisory organ for the Environmental Sustainability Taskforce, Creation of Safe and Secure Services for the Smartphone Age Working Group, Universal Design Promotion Working Group and the Health and Productivity Management Working Group. These groups meet to deliberate on important CSR issues, and the results and challenges of their activities, together with themes for future activities, are submitted to the Sustainability Management Committee for further discussion. Issues discussed at the committee meeting are shared throughout the Company and with all Group companies during weekly meetings attended by senior executives, including those of Group companies, and ensure that all employees clearly understand it.

We have also established committees to deal with other major issues. These include the Customer Satisfaction Promotion Committee, Disaster Countermeasures Committee, Compliance Committee and Information Management Committee, which hold regular meetings to promote CSR in a systematic and comprehensive way.

Also, since fiscal 2015, we have sought to advance NTT Group CSR management by holding meetings of the Group CSR Committee, chaired by the chairperson of NTT's CSR Committee (senior executive vice president and other directors) and comprising chief CSR officers (senior executive vice presidents, executive vice presidents or other officers) of major seven NTT Group\* companies, including NTT DOCOMO, Inc. In addition, CSR promotion members at each company hold Group CSR Liaison Meetings on a regular basis to share common challenges and successful examples from each Group company and to monitor progress on the implementation of the new NTT Group CSR priority activities with respect to PDCA cycles and further promote a sense of unity across the Group.

\*Major seven Group companies: NIPPON TELEGRAPH AND TELEPHONE EAST CORPORATION, NIPPON TELEGRAPH AND TELEPHONE WEST CORPORATION, NTT Communications Corporation, NTT DATA Corporation, NTT COMWARE CORPORATION, NTT FACILITIES, INC., and NTT DOCOMO, Inc.

### DOCOMO Sustainability Management System



(as of the end of September 2020)



## PDCA Cycle Enforcement by Each Committee

Each committee formulates an annual action plan and presents a report detailing its progress and plans to the Sustainability Management Committee in the first half of the fiscal year. The committees practice PDCA using the following approach.

Committees	Major Initiatives
Environmental Sustainability Taskforce	<p>In fiscal 2019, we set up the following expert subcommittees to pursue initiatives in four areas.</p> <p>Subcommittee on Utilizing ICT against Climate Change  <a href="#">Contribute to the reduction of CO<sub>2</sub> emissions across society</a></p> <p>Subcommittee on Energy Conservation for Telecommunications Facilities  <a href="#">Reduce environmental impact in network construction</a></p> <p>Subcommittee on Effective Use of Resources  <a href="#">Initiatives aimed at reducing the final disposal rate of waste and increasing the collection of used mobile phones</a></p> <p>Subcommittee on Biodiversity  <a href="#">Strengthen the docomo Woods program and public relations activities</a></p>
Creation of Safe and Secure Services for the Smartphone Age Working Group	<ul style="list-style-type: none"> <li>• <a href="#">Reduce risks for smartphone use by children</a>            (filtering services, etc., for situations including the use of Wi-Fi connections)</li> <li>• <a href="#">Address a social issue of preventing phone use while walking, from a service standpoint</a></li> <li>• <a href="#">Considering services to prevent the criminal use of smartphones and mobile phones</a></li> </ul>
Universal Design Promotion Working Group	<p>Personnel responsible for developing products and services such as apps, billing plans and discount services, and for providing support to frontline staff participate as members of the group in order to share information and initiatives related to universal design.</p> <ul style="list-style-type: none"> <li>• <a href="#">Consider developing products and services that are both easy and safe to use for the elderly and persons with disabilities</a></li> <li>• <a href="#">Promote barrier-free docomo Shops (shop equipment, support with sign language and other measures)</a></li> <li>• <a href="#">Enhance accessibility (website, tools and other areas)</a></li> <li>• <a href="#">Hold DOCOMO Hearty Classes to support persons with disabilities in learning how to use smartphones</a></li> </ul>
Health and Productivity Management Working Group	<ul style="list-style-type: none"> <li>• <a href="#">Encourage employees to develop an even higher level of awareness on health issues</a></li> <li>• <a href="#">Grasp the current situation by publishing a "Health White Paper"</a></li> <li>• <a href="#">Set targets for promoting health and productivity management, implement measures and monitor progress on target attainment</a></li> </ul>

Note: Underlined phrases are linked to related pages.

## Instilling Awareness of CSR and SDGs

DOCOMO organizes training and lectures for each career level to instill the principles of CSR. In fiscal 2019, we held the following programs.

### Fiscal 2019 CSR and ESG Training Programs by Career Level

Target	Program	Content
President, directors and others in top management positions (Sustainability Management Committee members)	ESG Study Group	Lectures by experts and discussions on CSR trends were held once in fiscal 2019 under the theme of “Can contributions to SDGs/ESG be a long-term management strategy?”
Employees in the Corporate Sales and Marketing Division	Business Seminar on SDGs and Resolving Social Issues	Employees responsible for corporate sale participated to develop their understanding of SDGs and acquire the critical thinking and other skills necessary for capturing the demand that lies behind social issues. Aimed at generating successful cases by gaining the ability to engage in proposal-based sales activities that offer solutions to social issues inspired by the SDGs.
All employees	CSR Training	This web-based program promotes understanding of the importance of contributing to CSR and SDGs as well as DOCOMO's ongoing CSR activities. It also aims to raise employee awareness towards seeking solutions to social issues.

Each year, the NTT Group CSR Conference is held to share superior CSR initiatives across the NTT Group. In the seventh conference, held in fiscal 2019, applications were sought from Group companies in Japan and abroad for outstanding initiatives under the categories of (1) CSV and (2) Social contribution.

DOCOMO offered a presentation on improving the environment for multilingual support by providing Jspeak ( ) app.

Furthermore, in our effort to contribute to the SDGs through our business, we begin our development projects by declaring the intended SDGs we seek to achieve through the new service.

Given that developing a shared awareness on the importance of CSR is essential to further enhance our CSR, DOCOMO will continue to engage in diverse initiatives for disseminating CSR for all employees, including directors.

In addition, we published [SDGs Highlight 2020 \(in Japanese only\)](#) with the objective of broadly disseminating DOCOMO's SDG efforts to the general public.

## Initiatives for SDGs

DOCOMO is committed to helping achieve the SDGs through its business activities.

In fiscal 2019, we engaged in our business activities while also pursuing the following major initiatives.

### Initiatives for Fiscal 2019

Category	Activity
Training	Held seminars for top management
	Held training for all employees
	Held the “Business Seminar on SDGs and Resolving Social Issues” for the Corporate Sales and Marketing Division
Collaboration with other companies	IoT×5G×SDGs Partner Co-Creation Project
	Collaborative agreements to promote the use of 5G and ICT in achieving the SDGs
Service development	Declared the intended SDGs we seek to achieve when developing new services
	Conveyed contribution to specific SDGs for all services via docomo Open House
Dissemination of information	Disseminate information on initiatives via a company newsletter and reports for external readers

[DOCOMO's SDG-related Initiatives: Activity Highlight](#)

## Special Feature on SDGs 1 Regional Vitalization through Co-creation with Partners

Diverse partnerships are the key to innovation. DOCOMO is working to solve issues facing communities by pursuing innovation through co-creation with partners in various fields.

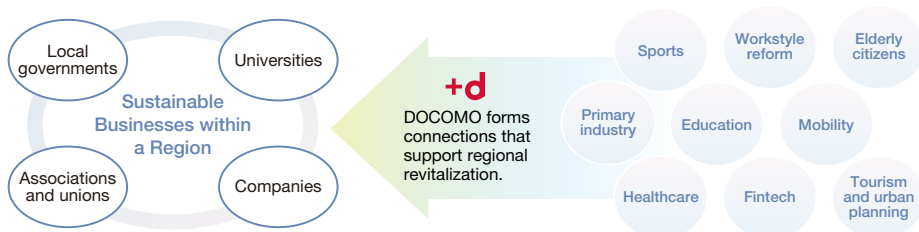
## DOCOMO X SDGs



We are contributing to resolving social issues by forming partnerships with various stakeholders, including enterprises and local governments, to share information about problems and create innovations that serve society.

### DOCOMO's Initiatives for Regional Revitalization

In response to the major issues of regional revitalization, depopulation, and a shrinking regional economy due to the population decline, DOCOMO is supporting regional revitalization and community development by connecting diverse partners from local governments, associations, unions, and universities with ICT technology.



The development, diffusion, and promotion of new mechanisms and services that lead to regional revitalization are major challenges for local governments as they face a variety of social issues. DOCOMO set up the ICT for Regional Revitalization Promotion Office in its headquarters as well as regional revitalization departments in each of its eight regional offices nationwide in April 2018 to address social issues in cooperation with regional communities.

Looking ahead, we will continue to explore innovations, such as by leveraging 5G, to support the revitalization of regional communities.

#### Collaboration Agreements with 45 Local Governments

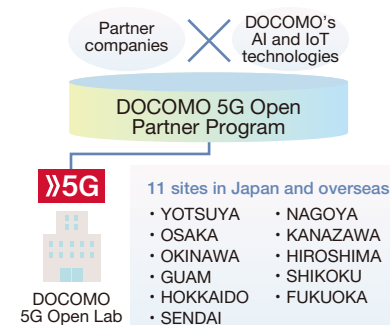
(as of October 31, 2020)

#### Major Collaborative Agreements

- Agreement on collaboration for community development leveraging ICT in Maebashi City (Gunma Prefecture, May 2018)
- Agreement on collaboration and cooperation for smart city development (Kyoto Prefecture, May 2019)
- Agreement on collaboration and co-creation between NTT DOCOMO and Oita Prefecture (Oita Prefecture, July 2019)
- Collaboration agreement for implementation of "Tokushima 5.0" (Tokushima Prefecture, June 2020)
- Agreement on collaboration and cooperation to balance preventing the spread of new coronavirus infections and supporting socio-economic activities (Ibaraki Prefecture, October 2020)

### 5G Co-creation Platform

Utilizing 5G, which contributes to regional revitalization, we have provided a variety of solutions since we started offering 5G services, many of which were created through the DOCOMO 5G Open Partner Program along with more than 3,500 companies and local governments as of September 2020. We have been conducting trials with partners in Japan and overseas to verify the performance of 5G technology at 11 DOCOMO 5G Open Labs, in order to create more opportunities made possible with the technology.



#### CASE

##### ►Okinawa's Regional Revitalization Model

We are contributing to the sustainable development of Okinawa Prefecture based on the "Six Key Areas of Initiatives for Promoting Regional Development in Okinawa," formulated in July 2018.

In December 2018, we conducted a verification test in which we used 5G to transmit a high-resolution 4KVR reproduction of Nakijin Castle from the Sanzan period, located in the Kunigami District, to VR displays and tablet devices to offer the realistic sensation of reliving history at the site and directly learning from experts. The project is expected to develop educational and tourist content toward providing a visual and audio history class for visitors to the former site of the castle.



Verification test

## Special Feature on SDGs 2 A Corporate Culture that Prompts Us to Tackle Social Issues

Mieru Denwa is a smartphone app that transcribes a caller's spoken words on the screen in real time. The service was born out of the enthusiasm of employees who take on challenges and through continued dialogue with stakeholders in an internal culture that supports diverse employees in fully demonstrating their talents. And it helps realize a society that "leaves no one behind," an objective of the SDGs.

## DOCOMO X SDGs



We are contributing to the creation of an inclusive society by developing and providing tools that facilitate communication for everyone, regardless of disability.

### Mieru Denwa—A Story of Strengthening Communication



#### CHALLENGE

Current Status and Social Issue Targeted by DOCOMO

One in ten people in Japan is estimated to be hearing impaired, and nearly eight million people, including those with mild hearing disabilities, experience difficulty hearing others speak. People with hearing impairments often have difficulty communicating in daily life and feel anxiety and stress.

As a telecommunications operator, DOCOMO intends to enable those with hearing impairments and the elderly to use effective means of communication, especially the telephone, to open up more working opportunities than were previously possible.



#### IDEA

My Special Needs Was Part of the Creation of Mieru Denwa

Originator's Voice

**Noriko Aoki**  
Smart-life Planning Department



I was born with a hearing impairment and have had difficulties using the phone since I was a child. I sometimes felt lonely as I knew that my friends enjoyed talking with each other on the phone after returning home from school. Once I was in high school, however, I learned to send email on my mobile phone, which completely changed my life. I was deeply moved by the power of communication, and that was a major factor behind my wanting to work for this company.

In various situations during my life, especially in my workplace, I often used phones, and I realized they were here to stay. At those times, I learned about voice recognition, which identifies and converts spoken words into text, and I suggested to the company that this technology could be applied to phones.



#### DEVELOPMENT

Reflecting the Voices of Diverse People

From the development stage, we incorporate the ideas of key stakeholders who have difficulty hearing others over the phone. For example, we conduct multiple tests with those individuals to determine the accuracy and operability of voice recognition equipment.



#### DIALOGUES

Two Thousand People with Hearing Disabilities Participated in the Trial



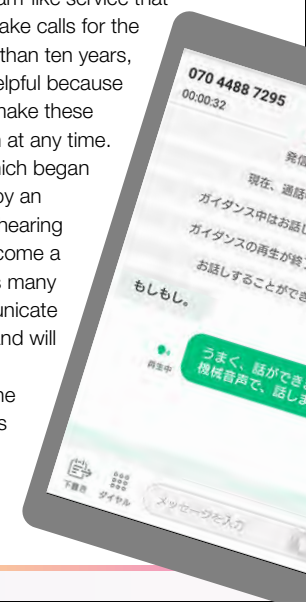
We sought 2,000 individuals with difficulty hearing or speaking to participate in a trial run launched in October 2016. The trial focused on determining the demand and level of user satisfaction for Mieru Denwa, a real-time service that displays the caller's spoken words in text, and on improving the accuracy of voice recognition. In response to participant feedback, we made it possible for users to make and receive calls using their own mobile phone number along with other enhancements to functionality.



#### GOAL

Helping Achieve the SDGs with Mieru Denwa

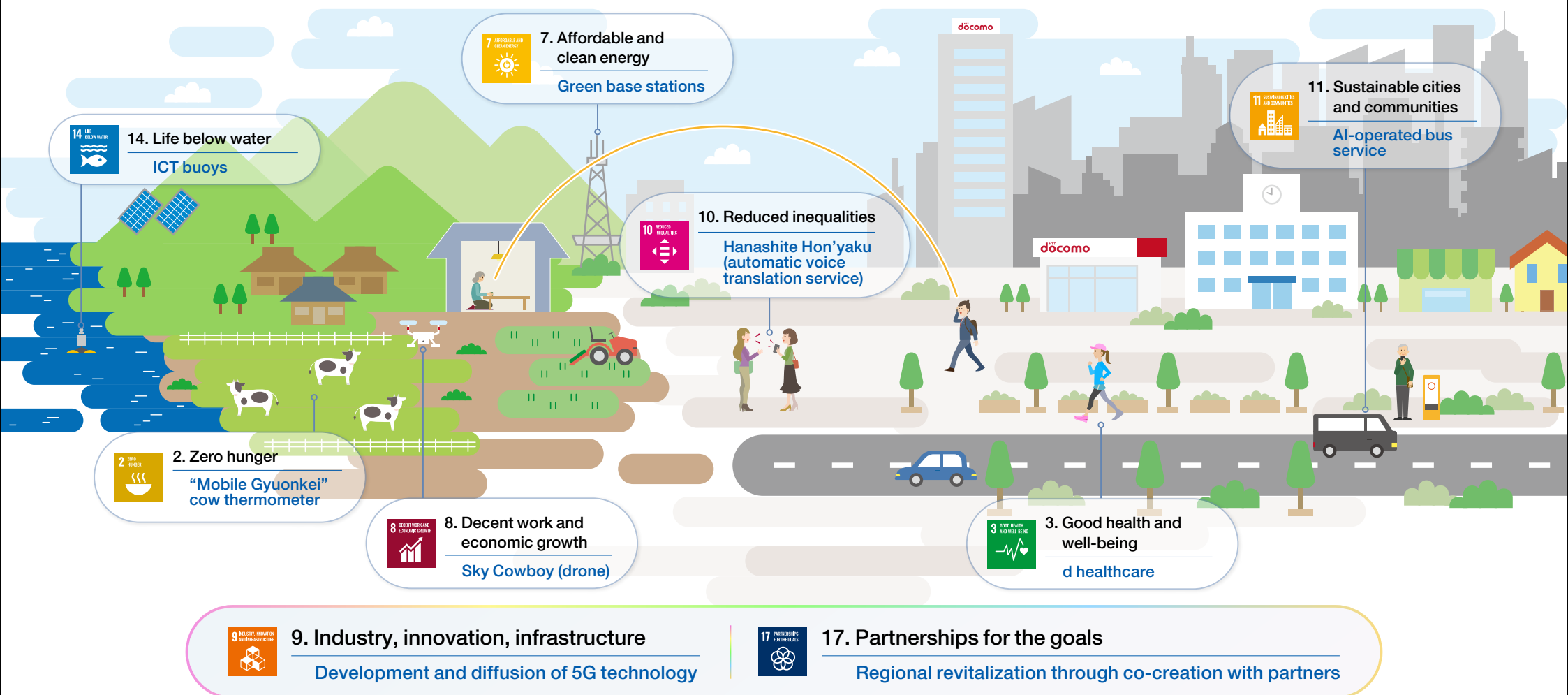
We began providing the Mieru Denwa service in March 2019, three years after initial planning. User comments have referred to it as a long-awaited dream-like service that allows them to make calls for the first time in more than ten years, and they find it helpful because they are able to make these calls on their own at any time. Mieru Denwa, which began as a suggestion by an employee with a hearing disability, has become a service that helps many people to communicate more effectively and will contribute to the achievement of the SDGs as it comes into broader use.



### Special Feature on SDGs 3 Connection between DOCOMO Services and SDGs

DOCOMO strives to contribute to solving social issues and achieving the SDGs through its services and initiatives.

The [SDGs Highlight 2020 \(in Japanese only\)](#) covers the services and initiatives introduced below and explains in detail their background and the value they bring to society.



## Stakeholder Engagement

DOCOMO engages in appropriate business activities and makes decisions to minimize negative impacts and maximize positive impacts for its stakeholders. Engaging with each stakeholder in an appropriate manner that is in line with the nature of the relationship and relevant issues is essential for developing the sustainability of our business.

And as a member of the NTT Group, NTT DOCOMO adheres to the guidelines on stakeholder engagement established by the NTT Group in fiscal 2015.

Stakeholder	Definition/Standard	Engagement	Major Themes	Activity
Customers (including children and the elderly)	Individual customers who subscribe to our services	docomo Shops, Information Centers, DOCOMO website, questionnaire survey, customer consultation desks, marketing research	Customer satisfaction, a safe and secure communications environment	Provide data security and privacy, products, apps and services
Corporate customers	Corporate customers who subscribe to our services	Business solutions, special lines such as satellites and maritime telephone lines	Customer satisfaction, a safe and secure communications environment	Data security and privacy, M2M Services
Governments	Regulatory institutions and municipalities that are responsible for granting approval for telecommunications and other DOCOMO businesses	Consultations and exchanges of opinions	Compliance with applicable regulations	Proposals on various regulations and easing of regulations
Shareholders and investors	Shareholders and investment institutions that directly or indirectly own DOCOMO shares and investment institutions that influence their decisions	General meetings of shareholders, financial results presentations, IR website, annual reports, DOCOMO Tsushin (shareholders newsletter), email newsletter, response by the IR Department	Achieve sustainable growth, enhance corporate value over the mid to long term and return profits to shareholders	Disclose information in a timely manner and appropriately communicate with shareholders
Financial institutions	Financial institutions that are connected to our businesses	Collaboration in account settlement	Fair transactions	Payment service for users and payment/settlement operation with suppliers
Business partners (telecommunications-related manufacturers)	Manufacturers of telecommunications facilities, equipment, communication devices, etc., as well as business partners involved in construction work	Meetings to exchange opinions, meetings to improve operations and CSR procurement briefings	Fair and transparent transactions	CSR Procurement
Business partners (content providers)	Business partners involved in systems and applications related to DOCOMO services	Meetings to exchange opinions and meetings to improve operations	Fair and transparent transactions	Production and improvement of contents
Partner companies	Companies and public institutions that collaborate with DOCOMO in +d and other initiatives	Consultation, exchange of opinions	Fair and transparent transactions	Information exchange
Business partners (sales agents)	docomo Shops and other business partners responsible for sales and contracts	Staff training, visits by the president, route sales activities of branch staff, discussions with sales representatives	Fair and transparent transactions	Information exchange
Telecommunications industry	Industry groups and competitors that consult on related regulations and fair competition	Councils and industry group meetings	Fair competition	Information exchange
Employees	Employees of the DOCOMO Group	Meetings with executives to exchange opinions, Intranet site, counseling, whistleblowing desk and labor management consultations	Securing and maintaining employment, appropriate and transparent evaluation, establishment of a working environment, labor-management consultations	Provide a safe and comfortable workplace
Nonprofit organizations and non-governmental organizations	NPOs, NGOs and citizens' groups involved in DOCOMO's social and environmental activities	Meetings to exchange opinions, grants and brochures	Collaboration for building a sustainable society	Information exchange
Global environment	The global environment for the survival of mankind	From 2016: "Green Action Plan 2030"	Minimize environmental impact	Effective use of energy
Local communities	Local communities where DOCOMO services are present	Meetings to exchange opinions, grants, brochures, Mobile Phone Safety Classes, collaboration in environmental education programs for children	Safety for the local community and appropriate collaboration for social development	Communicate with local communities