

I nnovative

R esponsible

12 Community Investment

CONTENTS

- 147 Initiatives on Community Investments
- 150 Disaster Relief Provided by DOCOMO
- 152 NPO Mobile Communication Fund (MCF)



NTT DOCOMO believes that building a sound relationship with society is essential for developing a sustainable business. As a good corporate citizen, DOCOMO contributes to realizing a prosperous and peaceful society by collaborating with diverse stakeholders to effectively address regional and social concerns.

Initiatives on Community Investments

Basic Policies and Philosophy

Policies for Community Investments

The DOCOMO Group seeks to engage with the local community in the public and private domains and actively strive to bring comfort and fulfillment to the local community.

We also strive to eliminate the negative aspects associated with smartphones and mobile phones amid the rapid development of ICT, with the aim of being a company that contributes to the sound development of society.

We will specifically center our efforts on the following five priorities areas.

DOCOMO Group's Priority Areas

1. Safety and Security
2. Nurturing the Next Generation
3. Disaster Prevention and Response
4. The Environment
5. The Local Community

Management System

We have established a system for promoting CSR, by which DOCOMO's head office sets out the basic policies and overall direction of activities and a CSR officer, assigned by each Group company, independently develops activities tailored specifically to the business operation and regional characteristics of each company.

To further enhance the effectiveness of community investment initiatives, each CSR officer develops activities to address the challenges and needs facing the region, and they meet with other officers periodically to obtain the results of DOCOMO Group activities as well as the annual action plan for the fiscal year.

Our community investments guideline encourages advocacy by the One-Percent Club* that proposes a voluntarily contribution of at least 1% of the organization's ordinary profit or after-tax income to community investments. In fiscal 2019, we set aside about 7.8 billion yen for community investment expenses. In addition, we annually review our donations to ensure that they are closely aligned with the needs of the local communities in a broad range of areas.

*The One-Percent Club was established by Nippon Keidanren (Japan Business Federation) and its members are companies and individuals including DOCOMO who contribute to social activities.

Social Investment Activities by the DOCOMO Group in Fiscal 2019

Major Areas of Our Community Investments	Number of Activities*	Number of Participants	Expenditures (million yen)
Environmental conservation	219	19,930	1,111
Social welfare	204	186	503
Support for disaster-stricken areas	75	346	146
Education and cultural promotion	112	87	2,251
Local community development and dialogue	427	4,262	856
Sports promotion	115	563	2,714
International exchange activities and others	3	—	213
Total	1,155	25,374	7,795

*Each monetary donation, donation of goods, and free use of facilities is counted as one activity.

The DOCOMO Group is engaged in business activities rooted in local communities. We believe that facilitating dialogue with these communities through our community investments will eventually benefit us in the form of business opportunities and risk avoidance. We therefore engage and invest in the following areas proactively.

Social Investment Projects

Category	Ratio*	Major Projects
Investment in local communities	65.8%	Cooking classes, etc., provided to support the mental health of victims of the Great East Japan Earthquake Implementation of the Tohoku Relief Fund for DOCOMO Group employees Initiatives through the Mobile Communication Fund
Charities	12.2%	Implementation of the Online Fundraising Site (donation site)
Commercial initiatives	22.0%	Installment of product PR booths at our sponsored regional events

*Based on expenditure amount for the community investments

Encouraging Employees to Participate in Volunteering Activities

DOCOMO encourages its employees to take part in volunteer activities.

Every year on October 1, which is DOCOMO Day, the President's Award for Community Investments is given to employees who have become outstanding role models in their steadfast participation in community investments.

President's Award for Community Investments over the Past Three Years

Fiscal Year	Award Recipients	Initiatives
2017	1 initiative	• Educating youth through baseball and providing overseas support
2018	2 initiatives	• Supporting youth through Little League Baseball activities • Promoting winter sports in local prefecture
2019	1 initiative	• Volunteering in areas affected by the Great East Japan Earthquake and other disasters

In addition to annual paid holidays, DOCOMO has introduced "life planning vacations (volunteering)" to encourage employees to engage in volunteer activities. In fiscal 2019, 44 employees took these vacations.








We also provide employees with information about volunteer activities, which we support through the NTT Group Volunteer Portal Site, set up in April 2017. The site was established to promote Group-wide strategic community investments. As of the end of March 2020, the number of employees registered on the portal site Group-wide is approximately 9,500, consisting of about 1,100 DOCOMO Group employees.

For the areas affected by the Great East Japan Earthquake that require long-term assistance, we established the TOHOKU Reconstruction Support Office in 2011 to provide help that goes beyond short-term volunteer projects and donations ().

We continue to provide support for reconstruction of the affected areas through the TOHOKU Reconstruction Support Office, which seeks to listen to local citizens and work with them to help local communities solve problems and develop a model for local revitalization.

 **Connecting Smiles — Rainbow Project for the Recovery and Rebirth of Tohoku (in Japanese only)**

KPIs for Community Investments

Priority Themes of Community Investments	Purpose	KPI	FY2019 Results	Relevant SDGs	Sustainability Focuses
1. Safety and Security	To avoid danger and other problems associated with mobile phone use	Number of smartphone and mobile phone safety classes provided Number of classes: 7,000 or more per year Number of attendees: 1 million or more per year	Approximately 7,600 classes, 1.37 million attendees		Sustainability Focus 5
2. Nurturing the Next Generation	To promote ICT literacy education for the next generation	Supporting 40 exchange students from Asian countries every year as a human resources development program for the next generation, which will lead future telecommunications businesses in Asia	32 students	 	Sustainability Focus 1
		Achieving the goal of holding classes 100 times or more to teach about smartphone and mobile phone use for people with disabilities (DOCOMO Hearty class)	97 times, 1,044 participants		
3. Disaster Prevention and Response	To respond in a disaster	Implementing practice-based disaster training, including activities required in all the stages from restoring communications to supporting shelters at least once a year telecommunications businesses in Asia	1 time	 	Sustainability Focus 4
4. The Environment	Conservation of biodiversity Reduction of CO ₂ emissions	Number of docomo Woods programs held (49 areas and at least once a year) (except for the cultivation period after planting and periods during which activities cannot be held due to natural disaster, etc.)	43 times	 	Sustainability Focus 8
5. The Local Community	Community investments that employees participate in	Achieving a higher number of people compared to the previous fiscal year, who participate in cleaning around the company building and along a nearby riverside and in local events	25,374 participants		Items common to all Sustainability Focuses

Smartphone and Mobile Phone Safety Classes

Free smartphone and mobile phone safety classes provided throughout Japan represent one of our efforts to provide safe and secure services. In these classes, users are instructed on how to manage the risks and problems related to the use of smartphones and mobile phones in order to prevent their occurrence. The classes are arranged into levels by various segments of users: an introductory class for elementary school students, advanced class for junior high and high school students as well as classes for parents and teachers, for special-needs schools and for the elderly. Many people have attended the classes since their launch in July 2004.

Fiscal Year	2015	2016	2017	2018	2019
Number of classes provided (approximate)	6,900	7,900	7,900	7,600	7,600
Number of attendees (approximate)	1.05 million	1.26 million	1.35 million	1.39 million	1.37 million



Smartphone and Mobile Phone Safety Classes

Cumulative number in the 16 years since 2004 (as of the end of March 2020)

Approx. **86,500** classes
13.49 million participants



Shinagawa Student City

As part of our initiative to support the development of the next generation of leaders, we participate in “Shinagawa Student City” in which fifth-grade elementary school students living in Tokyo’s Shinagawa Ward learn through social interaction. The curriculum that Student City provides enables students to acquire the skills to be socially independent by learning about their relationship with society, economic systems, money, jobs and more.

The DOCOMO booth provides students and their guardians opportunities to learn about our initiatives for communications networks, the environment and safe and secure services through our business operations.

In fiscal 2019, Student City was held 22 times and engaged about 2,300 participants along with 36 DOCOMO employees who volunteered.

Disaster Relief Provided by DOCOMO

Disaster Relief Fundraising

DOCOMO has been raising funds to support peoples’ lives and to reconstruct communities of disaster-stricken areas by setting up a charity site and encouraging users to donate through DOCOMO. Our online fundraising site also accepts d POINTs to raise additional funds from more people. Details of our fundraising activities for fiscal 2019 are as follows.

Disaster Relief Fundraising for Fiscal 2019

Fundraising Campaign	Raised (Yen)	By d POINTS	Number of Donations	Average Amount (Amount/Number of Donations)	Fundraising Period
Typhoon 15 Disaster Relief Fund in 2019	14,836,444	13,710,098	21,688	685	Sep. 18–Oct. 20
Typhoon 19 Disaster Relief Fund in 2019	32,633,291	30,292,979	44,971	726	Oct. 15–Nov. 30
Total funds in fiscal 2019	47,469,735	44,003,077	66,639	712	

Supporting Tohoku’s Recovery

Contribution to the Local Economy and Reconstruction of Industry through Business

The Great East Japan Earthquake struck in March 2011, and in December of that year DOCOMO set up the TOHOKU Reconstruction Support Office (Team RAINBOW) to construct a system for business management that would enable us to contribute more promptly to the reconstruction of affected regions. We have continued to take actions aimed at the recovery and rebirth of mainly the Iwate, Miyagi and Fukushima regions. Characteristics of the Team RAINBOW are the way it harnesses DOCOMO’s business assets as an ICT company while its members make frequent visits to these areas to think about the true needs of the region, and how it maintains its activities by exploring solutions together with the locals.

We aspire to provide support aimed at recovery and rebirth of the entire region with an eye on the long-term future and without having to focus on resolving only the issues at hand. Moreover, we seek to ensure the continuity and sustainability of our activities by offering support through our business.

In fiscal 2019, we put into practice the principles underlying the Medium-Term Strategy 2020 “Declaration beyond” through a +d model of addressing social issues and engaged in community support programs.

Vision of the TOHOKU Reconstruction Support Office

Connecting People and Society for Tohoku Smile

Mission

- We will stay close to the local community as we connect them through mobile and ICT to create services for Tohoku smile.
- We will use the know-how acquired in Tohoku to provide solutions to the problems that Japanese society faces.

In fiscal 2020, we will further accelerate this initiative and push forward with various activities to create social value from the aspect of reconstruction and local revitalization.

Three Action Themes for Creating a Future Homeland

Action Theme	Main Initiatives in Fiscal 2019
Agriculture that moves people, work and nature into the future	<p>Promoting ICT-based agriculture</p> <ul style="list-style-type: none"> • Demonstrate cultivation of rice without any fertilizer or pesticide, mainly in Miyagi and Fukushima Prefectures (third year) • Promote joint research with academia and the spread of natural farming by adopting ICT-based smart agriculture
Solutions that move the Tohoku region into the future	<p>Measures against crop damage by wild animals</p> <ul style="list-style-type: none"> • Develop a prototype of a trap vibration detection sensor • Conduct a joint verification experiment with the hunter's association in various areas of Tohoku <p>Managing Forestry Safety</p> <ul style="list-style-type: none"> • Develop a prototype communication system that transmits an alert when workers are in danger • Conduct a joint verification experiment with a forestry company in Minami Sanriku Town <p>Support disaster prevention learning</p> <ul style="list-style-type: none"> • Exhibit the Mechanism of Tsunami Learning System that applies DOCOMO's R&D technology in Inochi wo Tsunagu Miraikan (earthquake and tsunami memorial museum) in Kamaishi City
Stay close to the local community and think about the future together	<p>Reviving the community</p> <ul style="list-style-type: none"> • Offer a hometown community system using tablets in four municipalities of Fukushima Prefecture, hold community gatherings 200 times a year with the aim of maintaining and reviving the community and to serve as a place where users can informally interact with each other • Show the virtual teleportation video lecture entitled "Virtual Field Trip to Hometown" to elementary school children in Futaba Town, as in the previous fiscal year <p>Increasing interaction as well as the number of people who maintain some connection to the region without residing there</p> <ul style="list-style-type: none"> • Conduct employee training in Naraha Town in Fukushima Prefecture on the themes of solving social issues and thinking about local revitalization, as in the previous fiscal year <p>Shop to boost the local economy</p> <ul style="list-style-type: none"> • Hold a reconstruction support march inside the building of DOCOMO's Tohoku Regional Office at the largest scale ever to bring together people in the Tokyo metropolitan area and Sendai area as well as local producers in Tohoku

CASE

► Supporting Agriculture with ICT

We use paddy sensors that control water level to conduct verification tests of a cultivation method which controls weeds without the use of herbicides. We are encouraging the dissemination of this method as well and are seeking to provide the seeds of economic reconstruction and revitalization of the region's town and farming villages by producing safe and high value-added rice through natural farming.

We have been working with producers in the towns of Minamisanriku, Kami, and Shikama in Miyagi Prefecture. Recently, interaction has expanded to include interested producers in and outside of Tohoku. We hold seminars for them and have seen a gradual increase in the number of farmers as well as rice paddy acreage.



Paddy sensor

► Reconstruction Support with the Michinoku Marche

DOCOMO has been hosting a market to support reconstruction of Tohoku since 2012, which is called the "Reconstruction of Tohoku—Michinoku Marche." While the event has primarily been held in Sendai, in 2019 we also conducted it in Akasaka, Tokyo, which was the largest of our events to date. The venue was bustling with people, including the producers and shop staff from Tohoku we have encountered through our activities. It offered ingredients and gourmet foods made with the use of DOCOMO's ICT in production processes. We believe that by making local products known not only to the Sendai metropolitan area but also to the Tokyo metropolitan area and other regions, new consumption will be created, which will lead to support for the affected areas.



Lively setting for the "Reconstruction of Tohoku—Michinoku Marche"

CASE

▶ **Hometown Community System Using Tablets**

In Fukushima Prefecture, the Great East Japan Earthquake and nuclear accident displaced many people from their homes, forcing them to live in evacuation shelters over a prolonged period of time. Several municipal governments in Fukushima Prefecture have distributed tablets to each household with the aim of maintaining and reviving the community. The tablets are being used to transmit timely government information and maintain two-way communication between friends from the hometown and family members who now live apart. We also hold regular seminars for elderly citizens who are not used to operating tablets.



Number of tablet users under the Hometown Community System as of the end of March 2020

Approximately **6,000**
households in **4** municipalities



Tablet seminar

Creating a Purpose to Live and Contributing to Reviving Local Communities

Nine years have passed since the Great East Japan Earthquake and the extended period of being uprooted is causing concern for the psychological and emotional wellbeing of the evacuees. To solve this problem, we have sought to provide evacuees a place for social interaction and encourage communication through DOCOMO's services by offering free cooking classes in community centers near temporary housing. This was launched as an initiative under the Reconstruction Agency's project for supporting victims through coordinated efforts, as the needs of local organizations matched with the CSR activities of NTT DOCOMO. In fiscal 2019, we organized such opportunities for four times during which 85 participants enjoyed their meals.

Moreover, we held a hands-on presentation of dTV, a streaming video service provided by DOCOMO. At the presentation, attendants played a video on a monitor installed at the venue. The event contributed to facilitating interaction between people by allowing them to share time together. In addition, we have been calling for donations for the Tohoku Relief Fund since fiscal 2012 from employees of Group companies. We collect a monthly donation of 311 yen from per employee who want to help, and we donate it with an additional donation from DOCOMO. In fiscal 2019, about 7,000 DOCOMO Group employees participated in the program, and the amount of donations totaled 50.30 million yen.

NPO Mobile Communication Fund (MCF)

Supporting Activities in Academia, Welfare and Other Civic Fields

DOCOMO established an NPO, the Mobile Communication Fund (MCF), in 2002 as a means to commemorate its tenth anniversary and contribute to society by supporting academia, social welfare and other civic fields.

The MCF awards the DOCOMO Mobile Science Awards for outstanding research achievements and research papers on mobile communications technologies, gives scholarships to exchange students from Asian countries as well as those from an orphanage and provides grants to support the funding of community groups engaged in activities for the sound development of children or supports children who need financial assistance.

DOCOMO Mobile Science Awards

The DOCOMO Mobile Science Awards was established to encourage young researchers and promote further development of mobile communications technologies in Japan.

The prize recognizes research excellence in advanced technology, basic science and the social sciences, and recipients are selected from among researchers affiliated with a Japanese university or research institute.

The 18th awards ceremony was held in Tokyo in October of fiscal 2019. We presented Excellence Awards (with a six million yen prize) in each of the advanced technology and basic science categories, and two Honorable Mentions, with a three million yen prize, in the social sciences.

DOCOMO Scholarships

The MCF grants scholarships to international students from Asia to facilitate greater understanding of Japan and help maintain good relations with Japan's neighbors.

The scholarships go to international students from Asia who are studying in master's degree programs in Japan at their own expense and engaged in research related to information and communications technology. The scholarship program provides 1.44 million yen in a year per person for two years. It was awarded to 21 international students in fiscal 2019, and the number of students that the MCF has supported to date is 337.

In fiscal 2018, we began offering DOCOMO Scholarships to children from orphanages or in foster care. It is financial aid that requires no repayment and provides both financial and emotional support so that they can study at university or other schools with less anxiety and work towards their hopes and dreams. Annual scholarships in the amount of 960 thousand yen each have been awarded to 19 children.

Supporting Community Groups

The MCF provides grants to support community groups engaged in the healthy development of children, who are the world's future leaders.

[!\[\]\(e474458956c9a37fbf9586ddb60a7fa1_img.jpg\) NPO Mobile Communication Fund \(MCF\) \(in Japanese only\)](#)