Global environmental issues are a management priority, and we endeavor to minimize the environmental impacts of our business activities and implement environmental preservation measures to protect the environment and value the connections among people of the current and future generations. We have established environmental targets for DOCOMO and seek to fulfill our social responsibilities while boosting corporate value.

DOCOMO Global Environmental Charter (Basic Policies)

- Commit to business with the environment
- Promote activities that incorporate environmental consideration through the provision of mobile multimedia
- Educate business activities, such as emissions of greenhouse gases, conduct proper management of hazardous materials, and encourage resource conservation by promoting the ThreeRs (Reduce, Reuse, and Recycle)

Strengthen Environmental Management

- Comply with all environmental laws and regulations, and through environmental management systems, we aim to continuously improve performance.
- Promote Environmental Communication
- Promote environmental activities in cooperation with business partners, throughout all processes—from procurement, research and development, and sales, through after-sales services.
- Provide accurate environmental information to help others understand the DOCOMO Group's environmental activities, and use feedback to improve these activities.
- Promote environmental awareness through the educational environment of employees, and communication among corporate levels and departments.

Integration of Environmental Management Systems

In July 2007, the DOCOMO Group replaced the environmental management systems (EMS) of each group company with a single integrated EMS for the entire Group and acquired ISO 14001 certification for the new EMS in January 2008. The DOCOMO Group has set environmental targets and seeks to fulfill its social responsibilities while raising corporate value. A Group-wide integrated EMS facilitates more effective environmental activities, such as energy conservation for telecommunications equipment, development of services, and collection of used handsets. In the system, the Eco Activity Committee is the chief decision-making body under which expert committees set Group quantitative targets and address technical issues and the Group's Chief of Environmental Management supervises the practical aspects of EMS implementation.

Expert Committees and Goal Setting

Expert committees are aligned with business domains. The committees work to collect specific numerical data on specific issues and to set clear goals and conduct initiatives for the coming fiscal year.

Environmental Management

Global environmental issues are a management priority, and we endeavor to minimize the environmental impacts of our business activities and implement environmental preservation measures to protect the environment and value the connections among people of the current and future generations. We have established environmental targets for DOCOMO and seek to fulfill our social responsibilities while boosting corporate value.

DOCOMO Global Environmental Charter (Basic Policies)

- Commit to business with the environment
- Promote activities that incorporate environmental consideration through the provision of mobile multimedia
- Educate business activities, such as emissions of greenhouse gases, conduct proper management of hazardous materials, and encourage resource conservation by promoting the ThreeRs (Reduce, Reuse, and Recycle)

Strengthen Environmental Management

- Comply with all environmental laws and regulations, and through environmental management systems, we aim to continuously improve performance.
- Promote Environmental Communication
- Promote environmental activities in cooperation with business partners, throughout all processes—from procurement, research and development, and sales, through after-sales services.
- Provide accurate environmental information to help others understand the DOCOMO Group's environmental activities, and use feedback to improve these activities.
- Promote environmental awareness through the educational environment of employees, and communication among corporate levels and departments.

Integration of Environmental Management Systems

In July 2007, the DOCOMO Group replaced the environmental management systems (EMS) of each group company with a single integrated EMS for the entire Group and acquired ISO 14001 certification for the new EMS in January 2008. The DOCOMO Group has set environmental targets and seeks to fulfill its social responsibilities while raising corporate value. A Group-wide integrated EMS facilitates more effective environmental activities, such as energy conservation for telecommunications equipment, development of services, and collection of used handsets. In the system, the Eco Activity Committee is the chief decision-making body under which expert committees set Group quantitative targets and address technical issues and the Group's Chief of Environmental Management supervises the practical aspects of EMS implementation.

Expert Committees and Goal Setting

Expert committees are aligned with business domains. The committees work to collect specific numerical data on specific issues and to set clear goals and conduct initiatives for the coming fiscal year.

Regulatory Compliance

DOCOMO makes every effort to comply with environmental laws and regulations. We have identified key items to be monitored and measured, and conduct regular measurements to ensure full compliance with the Law Concerning the Rational Use of Energy, Air Pollution Control Law, Waste Disposal and Public Cleansing Law. In July 2007, the DOCOMO Group replaced the environmental management systems (EMS) of each group company with a single integrated EMS for the entire Group and acquired ISO 14001 certification for the new EMS in January 2008. The DOCOMO Group has set environmental targets and seeks to fulfill its social responsibilities while raising corporate value. A Group-wide integrated EMS facilitates more effective environmental activities, such as energy conservation for telecommunications equipment, development of services, and collection of used handsets. In the system, the Eco Activity Committee is the chief decision-making body under which expert committees set Group quantitative targets and address technical issues and the Group's Chief of Environmental Management supervises the practical aspects of EMS implementation.

Environmental Management

Global environmental issues are a management priority, and we endeavor to minimize the environmental impacts of our business activities and implement environmental preservation measures to protect the environment and value the connections among people of the current and future generations. We have established environmental targets for DOCOMO and seek to fulfill our social responsibilities while boosting corporate value.

DOCOMO Global Environmental Charter (Basic Policies)

- Commit to business with the environment
- Promote activities that incorporate environmental consideration through the provision of mobile multimedia
- Educate business activities, such as emissions of greenhouse gases, conduct proper management of hazardous materials, and encourage resource conservation by promoting the ThreeRs (Reduce, Reuse, and Recycle)

Strengthen Environmental Management

- Comply with all environmental laws and regulations, and through environmental management systems, we aim to continuously improve performance.
- Promote Environmental Communication
- Promote environmental activities in cooperation with business partners, throughout all processes—from procurement, research and development, and sales, through after-sales services.
- Provide accurate environmental information to help others understand the DOCOMO Group's environmental activities, and use feedback to improve these activities.
- Promote environmental awareness through the educational environment of employees, and communication among corporate levels and departments.

Integration of Environmental Management Systems

In July 2007, the DOCOMO Group replaced the environmental management systems (EMS) of each group company with a single integrated EMS for the entire Group and acquired ISO 14001 certification for the new EMS in January 2008. The DOCOMO Group has set environmental targets and seeks to fulfill its social responsibilities while raising corporate value. A Group-wide integrated EMS facilitates more effective environmental activities, such as energy conservation for telecommunications equipment, development of services, and collection of used handsets. In the system, the Eco Activity Committee is the chief decision-making body under which expert committees set Group quantitative targets and address technical issues and the Group's Chief of Environmental Management supervises the practical aspects of EMS implementation.

Expert Committees and Goal Setting

Expert committees are aligned with business domains. The committees work to collect specific numerical data on specific issues and to set clear goals and conduct initiatives for the coming fiscal year.

Regulatory Compliance

DOCOMO makes every effort to comply with environmental laws and regulations. We have identified key items to be monitored and measured, and conduct regular measurements to ensure full compliance with the Law Concerning the Rational Use of Energy, Air Pollution Control Law, Waste Disposal and Public Cleansing Law. In July 2007, the DOCOMO Group replaced the environmental management systems (EMS) of each group company with a single integrated EMS for the entire Group and acquired ISO 14001 certification for the new EMS in January 2008. The DOCOMO Group has set environmental targets and seeks to fulfill its social responsibilities while raising corporate value. A Group-wide integrated EMS facilitates more effective environmental activities, such as energy conservation for telecommunications equipment, development of services, and collection of used handsets. In the system, the Eco Activity Committee is the chief decision-making body under which expert committees set Group quantitative targets and address technical issues and the Group's Chief of Environmental Management supervises the practical aspects of EMS implementation.
Reducing the amount of electricity consumed by our telecommunications facilities is vital to lowering our CO2 emissions, and we work with telecommunications equipment manufacturers to develop energy-efficient equipment and reduce the amount of electricity consumed by each facility. Since July 2007, the DOCOMO Group has been working under an integrated environmental management system. We will continue to work to conserve natural resources and energy through our business activities, and strive to achieve our target of less than 1.17 million t-CO2 in fiscal 2010.

Progress in FY2007

- Fiscal 2007 greenhouse gas (GHG) emissions were 1.09 million t-CO2.
- Introduced optical feeder stations, which contribute to energy-saving in the network facilities.
- Installation of High-Efficiency Power and Air Conditioning Equipment

The alternating current (AC) power supplied by power companies, including power companies, must work even harder to reduce emissions (see graph). Electricity powering our telecommunications facilities accounts for approximately 88% of our greenhouse gas emissions, and power used by these facilities is increasing each year in conjunction with the increase and expansion of these facilities. (The number of FOMA subscribers in fiscal 2007 was 23.6% higher than the previous year.) Also, due to the fact that the number of base stations is increasing in association with improvements in customer service quality, during 2007 we bolstered our efforts to conserve energy, particularly at telecommunications facilities, and proceeded with a strategy of reducing energy use by introducing optical feeder stations and high-efficiency rectifiers. We also continue to strive to use renewable energy by adding and operating solar and wind power generation systems, and otherwise work to reduce energy use. Fiscal 2007 greenhouse gas (GHG) emissions were 1.09 million t-CO2 due to the expansion of telecommunications facilities. Furthermore, in fiscal 2007 we analyzed, by use and by corporate division, the energy consumption of buildings with telecommunications facilities, which account for a large part of our overall electricity consumption, and will use this information to make emissions scenarios and create the foundations for implementation of detailed plans starting in fiscal 2008. Going forward, we will continue to push through with Group-wide efforts to achieve our targets, such as actively installing energy-saving devices and efficient power supply equipment.

NNT DOCOMO Group CO2 Emissions

• Installation of Optical Feeder Stations

We believe that introducing energy-saving equipment can allow us to significantly reduce our CO2 emissions. Base stations using fiber-optics to connect devices are small and light, and therefore consume less electricity than conventional base stations. Furthermore, these optical feeder stations can be built in order to make improvements in small areas or to provide service to areas in which it is difficult to install conventional base stations. We also developed and introduced energy-saving devices.

• Greenhouse Gas Emissions Reduction Target and Status in Current Year

If we were to continue implementing our current global warming countermeasures, emissions in fiscal 2010 would amount to 1.37 million t-CO2. However, at DOCOMO we aim to beat this forecast by 15% and keep fiscal 2010 emissions down to 1.17 million t-CO2 or less. In the past, we used a CO2 conversion factor of 0.378 (kgCO2/kWh) based on the Ministry of the Environment’s Greenhouse Gas Emissions Conversion Method, but from fiscal 2006 we have been using different CO2 conversion factors applicable to each power company. This change resulted in an increase in total calculated CO2 emissions. As a result, all areas of society, including power companies, must work even harder to reduce emissions (see graph).

Electricity powering our telecommunications facilities accounts for approximately 88% of our greenhouse gas emissions, and power used by these facilities is increasing each year in conjunction with the increase and expansion of these facilities. (The number of FOMA subscribers in fiscal 2007 was 23.6% higher than the previous year.) Also, due to the fact that the number of base stations is increasing in association with improvements in customer service quality, during 2007 we bolstered our efforts to conserve energy, particularly at telecommunications facilities, and proceeded with a strategy of reducing energy use by introducing optical feeder stations and high-efficiency rectifiers. We also continue to strive to use renewable energy by adding and operating solar and wind power generation systems, and otherwise work to reduce energy use. Fiscal 2007 greenhouse gas (GHG) emissions were 1.09 million t-CO2 due to the expansion of telecommunications facilities. Furthermore, in fiscal 2007 we analyzed, by use and by corporate division, the energy consumption of buildings with telecommunications facilities, which account for a large part of our overall electricity consumption, and will use this information to make emissions scenarios and create the foundations for implementation of detailed plans starting in fiscal 2008. Going forward, we will continue to push through with Group-wide efforts to achieve our targets, such as actively installing energy-saving devices and efficient power supply equipment.

• Reuse and Recycling of Telecommunications Equipment and Building Materials

On top of mobile phone development, network facilities, offices, shops, and sales activities all involve the use of many resources. At DOCOMO, we strive to accurately identify the necessary amount of these resources, use them carefully, and then recycle them. Through these efforts we strive to ultimately have almost zero waste. When telecommunications facilities and buildings are constructed or upgraded, we follow a basic policy of practicing environmentally-friendly design in line with the Green Design Guidelines for Buildings. We are therefore introducing facilities that have a reduced environmental impact. When we construct new buildings, we assess the environmental impact throughout the entire life cycle of the building, including the planning, design, construction, operation/management and disposal stages, and use green design standards to ensure that the building will have a long useful life. Furthermore, we make sure that the recycling service providers we choose do not illegally dump waste materials and appropriately handle all waste, and we carefully manage the issuance of manifest slips for industrial waste disposal.

We will continue to press through with initiatives with the aim of achieving NTT Group’s overall target of lowering industrial waste disposal volume by at least 85% from the 1990 level in 2010 and thereafter.

• Development of Ultra-small Femtocell Base Stations

We developed an ultra-small base station for indoor use that is smaller and lighter than previous versions. The device is for use in areas known as femtocells, which have a radius of up to approximately 30 meters, and is used for coverage in small areas with limited FOMA radio-wave reception. Furthermore, rated at 12-watts, this equipment consumes much less electricity than the previous model of small base station for indoor use (100 watts).

• Introduction of Renewable Energy

In fiscal 2007 we increased the total number of renewable and clean energy facilities to 48 sites with solar power and 6 with wind power generation. Their total power output was 330 megawatt-hours.

• Company Vehicles

In fiscal 2007 we added 57 low-emission vehicles to our corporate fleet for use by employees for sales activities, bringing the total to 1,827 vehicles, or 78% of the fleet. In addition, we continued to prohibit the new use of ozone layer-destroying substances such as CFCs and halons, and use nitrogen gas as a substitute for CFCs.

• Helping the Environment with Solar Power Systems and More (Green NTT) (tentative name)

In May 2008 we unveiled “Green NTT,” an initiative to promote the use of clean energy, particularly from solar power systems. To date, the NTT Group has installed 1.8 megawatt renewable energy generation systems at 112 locations, and Green NTT calls for 5 megawatt solar power systems and other clean power generation facilities to be put in place by 2012, in order to enhance NTT Group’s efforts to prevent global warming. In addition, NTT Green LLP, a limited liability partnership, was established to spread the use of renewable energy within the NTT Group, with an emphasis on solar power systems.

Future Tasks to Reduce Our Environmental Impacts

We will continue to work toward firmly establishing quick cycles of planning, implementing, monitoring, and revising our efforts, including comprehensive Group-wide management of initiatives based on action plans to reduce CO2 emissions, and timely sharing of best practices across the Group.

Reusing and Recycling of Telecommunications Facilities materials

When telecommunications facilities are dismantled or replaced, we re-use certain materials such as base station equipment and conversion equipment. Waste materials are crushed and recycled, thereby allowing for effective use in other materials.

Construction-related recycling

Construction waste materials that cannot be re-used are collected and recycled by using a recycling service. By using a recycling service, CO2 emissions are reduced by up to 90%.
Manufacturers in about 2010 and then gradually expanding availability nationwide. Nissan’s CARWINGS telematics service for monitoring fuel consumption and providing eco-driving advice received the Minister of Land, Infrastructure, Transport and Tourism’s Prize in the Eco Services category of the 2007 Eco Products Awards.

- Leveraging ICT for the Environment
Information and communication technologies (ICT) can help lower CO2 emissions by reducing the need for people and goods to travel, and by facilitating more efficient use of resources and energy. For example, beverage makers can reduce CO2 emissions from their vending machine replenishment operations through using a FOMA module-based system for checking vending machine inventory online to boost the efficiency of their beverage delivery operations and optimizing loads carried by their delivery vehicles. Coca-Cola West Japan Co., Ltd. has deployed such a system, and a lifecycle assessment of four delivery routes covering 405 FOMA-enabled vending machines found that the system cut CO2 emissions by about 12.5%. Based on average statistics for truck transport, this is equivalent to a reduction of about 5.4 tons per year and use of the same system in all beverage vending machines in Japan that enable such use of ICT would thus result in a considerable reduction in CO2 emissions.

- Promoting the Use of Eco-Friendly Mobile Phones
As part of our efforts to protect the environment, we are looking into the development of mobile phones designed for low environmental impact. We already offer desktop mobile phone holders and other products made of low impact materials such as recycled ABS3 or plant-derived plastic, and our 905i models are equipped with features for reducing power consumption. We are also considering the use of low impact battery packs employing solar and fuel cell technology.

- Reducing the Environmental Impact of Catalogs and Pamphlets
We endeavor to create low environmental impact sales promotion materials and reduce our waste output by fine-tuning the production volume of such materials. In fiscal 2007 we monitored catalog, pamphlet and novelty item surpluses and reviewed disposal policies to consider ways of reducing waste output and implementing collection of used sales materials for the next fiscal year, and we also established new guidelines in July for creating printed sales materials. We used paper manufactured from recycled sales materials to produce our CSR Report 2007, calendars for customers, and leaflets distributed at environment-related events.

- Conserving Resources with e-billing
Our e-billing service saves paper resources by enabling customers to check on details of monthly phone charges through mobile phones or the Internet instead of receiving printed statements and receipts. In fiscal 2007 we encouraged customers to switch to e-billing by publicizing the service on our printed statements, a measure that helped to boost e-billing subscribers by about 80,000 from the previous year to 2.34 million. This translates into a saving of 169 million sheets of A4-sized paper (12 million more sheets than in fiscal 2006). We aim to further intensify our efforts to promote the use of e-billing.

**Working with Customers for the Environment**

**Earth Connections**

**Contributing to Society and Environmental Protection**
We are committed to contributing to society and environmental protection through the implementation of both internal measures and of activities to address broader issues together with our customers. We do our utmost to reduce the environmental impacts of our services and products in cooperation with our customers.

**Progress in FY2007**
- Increased the number of used handset collection points by deploying collection boxes in major retailers, convenience stores and other locations.
- Used e-billing to reduce paper consumption by 640 tons (equivalent to 169 million sheets of A4-sized paper).

**Recycling of Handsets**
We started to collect used handsets in 1998, and in 2001 we worked with the Telecommunications Carriers Association to create the Mobile Recycle Network for collecting all handsets irrespective of carrier. Thanks to the understanding and cooperation of our customers, we collected over 3.4 million handsets in fiscal 2007, bringing the total number of handsets collected since 1998 to 65.34 million.

- To reduce the number of handsets disposed as household waste and collect handsets that customers no longer need in a way that ensures the protection of personal information, we educate the public about our collection system, and have increased the number of used handset collection boxes. In fiscal 2007, we deployed collection boxes in an additional six major retail outlets and 50

**Various Handset Collection Channels**
- Collection at events
  - We collect used handsets at various events. (13,896 collected in fiscal 2007)
- Collection in partnership with law enforcement agencies
  - We collect handsets handed into police stations as lost and found items and unclaimed within the requisite period. (13,104 handsets collected in fiscal 2007)
- Increasing numbers of collection boxes
  - We place collection boxes in major retailers, convenience stores and other locations. (13,104 handsets collected in fiscal 2007)

**Stakeholder Perspective**
As a company supporting consumer life, we have placed handset collection boxes in our outlets as a service to consumers and to contribute to environmental protection. I was a little worried at first that no one would leave their used handsets, but we ended up collecting more than we had expected, and questionnaire responses also showed that our customers supported the initiative. I feel that the boxes have helped to address a desire by customers to participate directly in environmental efforts. We hope to continue working with DOCOMO to expand joint initiatives that serve customers and the environment.

Minora Matsui, General Manager and CSR Group Leader, General Affairs Department, Management Division, DOCOMO
Environmental Accounting

We implement environmental accounting to quantitatively track the costs and benefits of implementing our environmental protection activities, using the results to formulate environmental management strategy.

Environmental Protection Costs

<table>
<thead>
<tr>
<th>Category</th>
<th>Key details</th>
<th>Participants in FY2007</th>
<th>Participants in FY2006</th>
<th>Increase (decrease) compared with previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Costs within business areas</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1)-1 Pollution prevention costs</td>
<td>Water pollution prevention, appropriate PCB disposal</td>
<td>809</td>
<td>12,920</td>
<td>714</td>
</tr>
<tr>
<td>(1)-2 Environmental protection costs</td>
<td>Installation of solar and wind power systems, etc.</td>
<td>809</td>
<td>9,099</td>
<td>714</td>
</tr>
<tr>
<td>(1)-3 Resource recycling costs</td>
<td>Installation of grey water treatment systems, etc.</td>
<td>0</td>
<td>3,814</td>
<td>0</td>
</tr>
<tr>
<td>(2) Uplift/downstream costs</td>
<td>Measures related to the Containers and Packaging Recycling Law, etc.</td>
<td>8</td>
<td>321</td>
<td>9</td>
</tr>
<tr>
<td>(3) Management activity costs</td>
<td>New and renewed ISO certification, etc.</td>
<td>88</td>
<td>3,016</td>
<td>9</td>
</tr>
<tr>
<td>(4) R&amp;D costs</td>
<td>Research on energy and resource saving measures for telecommunications facilities, etc.</td>
<td>716</td>
<td>3,604</td>
<td>1,622</td>
</tr>
<tr>
<td>(5) Community costs</td>
<td>DOCOMO Woods and other tree-planting activities, etc.</td>
<td>0</td>
<td>122</td>
<td>0</td>
</tr>
<tr>
<td>Costs related to the remedy of environmental damage</td>
<td>N/A</td>
<td>1,621</td>
<td>10,982</td>
<td>2,349</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>16,922</td>
<td>12,378</td>
<td>3,440</td>
</tr>
</tbody>
</table>

We include depreciation costs for all facilities completed in fiscal 2000 and onwards. For costs spanning more than one category as a general rule we deduct environmental protection costs and enter the remaining sum, but in cases where environmental protection costs cannot be clearly separated, we categorize all costs as environmental protection costs.

Environmental Protection Benefits

<table>
<thead>
<tr>
<th>Category</th>
<th>Key details</th>
<th>Key indicators of environmental benefits</th>
<th>Participants in FY2007</th>
<th>Participants in FY2006</th>
<th>Increase (decrease) compared with previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Costs within business areas</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) Benefits corresponding to costs within business areas</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1)-1 Benefits related to resources invested in business activities</td>
<td>Electricity consumption (including electricity generated by CCG) (MWh)</td>
<td>2,762,238</td>
<td>2,653,430</td>
<td>106,808</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Paper consumption (t)</td>
<td>37,484</td>
<td>32,306</td>
<td>5,178</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reduction in paper consumption due to e-billing (t)</td>
<td>839</td>
<td>602</td>
<td>237</td>
<td></td>
</tr>
<tr>
<td>(2) Benefits related to environmental impacts and waste and emissions generated by business activities</td>
<td>GHG emissions (t-CO2)</td>
<td>1,045,117</td>
<td>1,111,156</td>
<td>(66,039)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Industrial waste of telecommunications equipment and construction (t)</td>
<td>26,362</td>
<td>199,763</td>
<td>(173,401)</td>
<td></td>
</tr>
<tr>
<td>Costs related to upstream/downstream costs</td>
<td>Benefits related to assets and services derived from business activities</td>
<td>Number of used handsets, etc. (unit:1000)</td>
<td>10,450</td>
<td>9,230</td>
<td>1,220</td>
</tr>
</tbody>
</table>

Economic Benefits Derived from Environmental Protection Measures ("Effective Benefits")

<table>
<thead>
<tr>
<th>Key benefit</th>
<th>Participants in FY2006</th>
<th>Participants in FY2005</th>
<th>Increase (decrease) compared with previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profits</td>
<td>456</td>
<td>264</td>
<td>328</td>
</tr>
<tr>
<td>Cost savings</td>
<td>4,801</td>
<td>3,924</td>
<td>(363)</td>
</tr>
<tr>
<td>Purchase cost savings from reuse of removed telecommunications equipment</td>
<td>11,665</td>
<td>8,130</td>
<td>3,475</td>
</tr>
<tr>
<td>Total</td>
<td>16,922</td>
<td>12,378</td>
<td>3,440</td>
</tr>
</tbody>
</table>

Scope of Environmental Accounting


Companies included: 37 core DOCOMO companies

Accounting standards: Ministry of the Environment Environmental Accounting Guidelines 2005 and DOCOMO Environmental Accounting Guidelines

Environmental Guidelines

DOCOMO conducts its business in accordance with its own detailed guidelines, based on the following three sets of guidelines established by the NTT Group.

- Guidelines for Green Procurement: For procurement of products and materials that take environmental consideration into account
- Green R&D Guidelines: For concrete actions to reduce environmental impacts in research and development of services, systems and products
- Green Building Design Guidelines: For curbing energy consumption and waste generation in building construction and management

Waste and Emissions Management

We practice the appropriate disposal of waste and emissions in accordance with the Waste Disposal Law and other legislation. We strictly comply with the Law Concerning Special Measures against PCB Waste in our storage and management of used PCBs. We designate PCB storage and management items, storage location, storage and management methods, disposal methods and emergency procedures in our PCB Item Management Procedure Manual, and implement storage and management in accordance with its manual.

Internal Audits

We implement internal environmental audits as an important component for ensuring the appropriate operation of our environmental management system. Trained Internal Environmental Auditors carry out rigorous and impartial audits, the results of which are used to make necessary revisions to the environmental management system.

Future Tasks to Protect the Environment Together with Our Customers

- Intensify our efforts to explore more concrete means of reducing waste output from sales promotion materials and schemes for collecting used and surplus materials.
- Further expand locations and channels for collecting used handsets.

Environmental Education

We provide environmental education to both position and type of work in order to encourage our employees to proactively consider the environment in their work and train them in environmental activity methods. We also provide many programs for imparting specialized knowledge for work related to environmental activities, and endeavor to raise the skills of all of our employees. We plan to further enrich our environmental education programs to ensure the continued effective implementation of our environmental management system.

Reducing Office and Shop Environmental Impacts

To reduce environmental impacts of our offices and shops, we are striving to cut our paper consumption, boost waste recycling rates, and reduce electricity consumption. Office electricity consumption accounts for 7.8% of our total consumption. As a result of our efforts to raise awareness among our employees about preventing global warming and encouraging them to switch off equipment and lights when not in use, fiscal 2007 per capita electricity consumption fell by 15.9% year-on-year to 337kWh, and paper consumption by 5.6% to the equivalent of 526 sheets of A4 paper. We achieved a waste recycling rate of 84.3%. Per capita waste output, however, rose 22.2% year-on-year to 11 kg as a result of the discovery that security box waste in certain regions had not been included in previous records.

Future Tasks to Protect the Environment Together with Our Customers

- Intensify our efforts to explore more concrete means of reducing waste output from sales promotion materials and schemes for collecting used and surplus materials.
- Further expand locations and channels for collecting used handsets.

Future Tasks to Protect the Environment Together with Our Customers

- Intensify our efforts to explore more concrete means of reducing waste output from sales promotion materials and schemes for collecting used and surplus materials.
- Further expand locations and channels for collecting used handsets.
There is a limit to what DOCOMO can do on its own for society and the environment. Working in tandem with our business partners is essential at all stages, from materials procurement to product manufacturing and delivery. Our CSR and green procurement activities aim to decrease the environmental burden from the overall product lifecycle.

Advances in Green and CSR Procurement

Reducing the environmental impacts of our products over their entire lifecycle, from manufacture through distribution and use to disposal and recycling, is crucial to decreasing the environmental impacts of society as a whole. To this end, DOCOMO seeks the understanding and cooperation of its business partners to promote green procurement. In 2007, we completely revised our Guidelines for Green Procurement, originally adopted in 1999, and set new standards for promoting supply chain environmental protection activities, product assessment, the restriction of hazardous substances (RoHS), and other procurement operations. Use restrictions were further tightened for several substances, with more designated as banned substances. The threshold level for lead content, for example, was reduced to 1,000 parts per million, and we immediately reflected the new standard in the parts used for base stations.

CSR is being increasingly recognized as an important element of corporate value, and the scope of a company’s CSR is extending to business partners in the procurement chain and their performance in human rights, labor conditions, health and safety, and other areas. DOCOMO maintains open and transparent procurement policies and supports impartial competition between domestic and overseas suppliers. When selecting a new business partner, we take into account the company’s stance on employee human rights, the prohibition of forced labor, child labor, and illegal labor, its consideration of employee health, and its provision of safe and comfortable work environments.

Paper Purchasing Policy

When producing catalogs or other paper materials, we follow the Purchasing Guidelines for Printing and Copying Papers of Japan’s Green Purchasing Network, and require printing companies to use either 100% recycled paper or a mix of recycled paper and environmentally-friendly virgin pulp. All of our printed materials bear the publicly-recognized “R Mark” certification, indicating the use of recycled paper products. Owing to the stricter enforcement of used-paper content labeling requirements after fraudulent claims by certain corporations about recycled-paper content in Japan in 2008, we now print “contains recycled paper” on paper that comes with a certificate of the used-paper ratio.

Supporting Biological Diversity

Cooperation in Research on Endangered Species

Several times each year, specialists from the Yamashina Institute for Ornithology visit the island of Torishima to observe and study the breeding activities and living conditions of Short-tailed Albatross, a designated Special Natural Monument of Japan. DOCOMO has been supporting the Institute’s efforts to preserve the albatross since 1999 as part of its program to participate in the protection of endangered animal species. In 1997, we constructed a remote monitoring system using our mobile telecommunications technology. We plan to continue applying our mobile telecommunications technology to support conservation of the natural environment.

Tree Planting Program with PLDT (Philippines)

DOCOMO has joined with the Philippine Long Distance Telephone Company (PLDT) and its subsidiary SMART Communications, Inc., to launch a tree planting program in the Philippines. DOCOMO helps fund the reforestation project from revenue generated by products recovered from used mobile phones, and thereby recruits its customers to participate in the effective use of resources and environmental conservation. We plan to continue proactively supporting efforts to reduce CO2 emissions and promote biodiversity, and other environmental conservation activities.