Chapter 5 / Corporate Citizenship

**Corporate Citizenship** 

## Please describe your social contribution activities from the viewpoint of the environment.



# How do you cooperate with local governments, educational organizations, and NPOs in environmental protection activities?

We support the creation of local environmental communities, including volunteer clean-up campaigns and forest maintenance.

The NTT Group Global Environment Charter affirms the Group's earnest responsibility for and commitment to global environmental issues. A basic policy under this charter is to promote daily environmental protection efforts in cooperation with citizens and government agencies. In fiscal 2002, we also developed active environmental protection and maintenance activities and shared information in every region.

#### •••Ecology Community Plaza, a base for developing a variety of environment activities in close cooperation with the local community

The NTT EAST Iwate Branch and the NTT WEST Shiga Branch set up an Ecology Community Plaza as a place for providing information and encouraging participation in environment protection activities rooted in the local community. The Ecology Community Plaza supports the networking of environment protection organizations or children in the community, participation in environment protection activities, and environment seminars. In addition, the NTT EAST Aomori Branch has opened up the same plaza concept on the Internet, and has launched a variety of activities in collaboration with local governments. Such efforts have been well received and in fiscal 2002, we experienced a growing number of opportunities to respond to requests for proposals, advocacy, and information needs of environment protection organizations, local governments, and non-profit organizations (NPOs), as well as having staff participate as committee members or even as directors of such organizations. We plan to expand these activities nationwide.

### •••Operation Clean Environment, local landscaping, and clean-up activities

Since 1988, we have been conducting communitybased activities for cleaning up and landscaping parks. sea coasts, river beds and the areas surrounding our offices with branch employees and their families, as well as retirees, often taking the initiative.

In fiscal 2002, we launched a clean-up campaign for the Nagara river beds with the involvement of employees from the NTT WEST Gifu Branch and other group companies. Moreover, a total of 200 branch employees and their families including people affiliated

with other group and cooperating companies also participated in cleaning up the city center of Morioka, under the younger employees of the NTT EAST Iwate Branch. number of participants nationwide in fiscal 2002 exceeded 20,000.

Employees and their families participated in a postsummer vacation clean-up campaign for the Nagara River, in Gifu City, Gifu Prefecture, September 14, 2002.

leadership of The total

#### Agency and the Green Fund of the National Land Afforestation Promotion Organization. The objective of this reforestation effort is to deepen

information exchanges between DoCoMo employees and their families and the local residents while preserving rich ecosystems and beautiful landscapes through such forestry activities as planting and thinning trees and maintaining hiking trails.

•••DoCoMo Woods, tree planting and forest

DoCoMo Woods is a forest maintenance initiative

started by the NTT DoCoMo Group as a part of our

natural environment protection activities. We have

been implementing the project since 1999, making use

of the "Corporate Forests" system of the Forestry

maintenance

In fiscal 2002, in addition to Aichi and Mie Prefectures, we sponsored project activities with the participation of 700 employees in ten areas including the Tokyo metropolitan area and nine prefectures over the Kanto and Koshinetsu regions to commemorate the 10th anniversary of NTT DoCoMo's establishment.



· Employees participated in tree planting, tree thinning, and the maintenance of hiking trails and bench making in the DoCoMo Tokigawa Sankyo Woods in Tokigawa Village, Saitama Prefecture, September 28, 2002



Branch cutting in the DoCoMo Shikanovama Woods in Atago National Forest in Futtsu City, Chiba Prefecture, September 28, 2002

We carried out a wide range of joint activities in fiscal 2002, including our involvement in the Citizen's Environmental Information Network and an appeal to prevent global warming.

### •••Participating in a joint research project to encourage a recycling-based society in Shiga and Iwate Prefectures

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NTT EAST, NTT WEST and the NTT Energy and Environment System Laboratories have developed joint research projects in Shiga and Iwate Prefectures with the cooperation of government agencies, elementary and junior high schools, NPOs, universities, and environmental experts to create communities that can co-existent with the environment, and to demonstrate a practical model for a recycling-based society. We established several joint projects, including The Lake Biwa Citizens' Laboratory and Biwako NPO Networks in Shiga Prefecture, as well as the Iwate Environment Networks in Iwate Prefecture.

In the Lake Biwa Citizens' Laboratory, we set up a research facility at the gateway into the Lake Biwa conservation area, and support volunteer citizen studies regarding the regional environment and lifestyles.

In the Biwako NPO Networks, we have been developing systems to support citizen participation making use of IT and facilitating information exchanges among NPOs who are recruiting volunteers and citizens who are looking for ways to be involved.

> Citizen participation joint research project, the Lake Biwa Citizens' Laboratory supported by the NTT Group

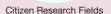
#### •••Cooperating in the development of GRI (Global Reporting Initiative) guidelines for telecommunications industry appended documents

In the midst of the rapid changes impacting our entire society, including companies, the guidelines released by the GRI toward establishing practical global standards for Sustainability Reporting (a voluntary sustainability report issued by companies) have been updated every two or three years. Today, the preparation of appended documents showing indices suitable for each industry and field has proceeded under GRI guidelines. The NTT Group joined a working group established by GRI, UNEP (the United Nations Environment Program), and GeSI (Global e-Sustainability Initiative), as the only company in Asia to develop the telecommunications industry appended documents. We also participated in developing the appended documents along with each country's telecommunications companies, communication equipment suppliers, environmental research organizations, human rights groups, and labor unions. In addition, we carried out collaboration efforts with Japanese and overseas organizations, such as our participation in WBCSD (World Business Council for Sustainable Development), and GEA (Global Environment Action).

April 2002.



Community Network ASS 2018-0750



### •••Opening a Website calling for action to stop global warming on a shared site within the Kankyo goo, an environmental information Website

NTT-X established an interactive Website with a "I will reduce CO<sub>2</sub> Declaration," which promotes the implementation of the Kyoto Protocol in collaboration with the World Wide Fund for Nature Japan (WWF Japan), and has been in full-scale operation since

The Website offers a questionnaire survey and calculation of results of daily environmental activities so that we can see at a glance how the amount of CO<sub>2</sub>, a cause of global warming, can be reduced through individual efforts across the nation. As of the end of March 2003, a total of 109,937 people have "signed on" to the declaration on the Website.



The Lake Biwa Citizens

http://www.shiminken.net/

Laboratory Website

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Website with a "I will reduce CO<sub>2</sub> declaration" http://eco.goo.ne.jp/wwf-go4kyoto/